



Introduction to Broadcast News-- Human Interest Package Assignment **Due: Thursday, Dec. 1 (YouTube posting and script)**

HUMAN INTEREST STORIES DEFINED: “Stories about other people are interesting and important to us. For this reason, stories that stir emotions become news, but in a different way from the stories that lead the newscast. Stories that focus on emotional elements and generally do not affect people’s lives in other ways are known as human interest stories.”

Your task is to produce a human interest package. These stories are often touching and evoke from the viewer this response: “Ahhhh, wasn’t that a nice story” or “Ohhh, that’s so neat...or sad...or cool...” Look for an interesting, unusual or outstanding person with interesting, unusual talents, skills, or hobbies. Or find someone who has overcome tremendous obstacles in life or faces extraordinary challenges. Can also be about a unique place such as our school’s Porters Lodge.

You must have at least two soundbites from two different people in this story—the subject of the story (obviously) and also someone who knows your subject (friend, colleague, boss, worker, etc.) who can give insight into your person’s character.

Think of the visuals needed to tell the story, i.e. the video you would need to shoot as well as where and how you will shoot your interview subject. You may want someone to help shoot this story. In this story you may want to get shots of you talking with your subject, of you walking with your subject. Also think about “natural sound” elements that can be included in your story, helping bring it to life and engage the viewer even more.

If you do your report on a C of C person (student, staff, faculty) or place you can call the segment “Campus Close-up.” You can choose someone in the Charleston area but please no best friends or relatives.

Do this package as you’ve done your other reports. Open with a stand up, close with a stand up. Keep the TRT to 2-3 minutes. Post your report on YouTube. Turn in a TV split-page script.

Examples of C of C-related human interest or profile reports:

- Cougar’s Biggest Fan: http://www.youtube.com/watch?v=ZO0btllITmk&feature=player_embedded
- Alex Jackson, Student: http://www.youtube.com/watch?v=QZgot6P-nOO&feature=player_embedded
- John Davis, Greenest Thumb: http://www.youtube.com/watch?v=omekhddwGBw&feature=player_embedded
- CofC Soccer Player: <http://www.youtube.com/watch?v=0gGiEh10io>
- Pulsera Project: <http://www.youtube.com/user/nasmithson27#p/u/5/INJO1JYs7Yc>
- Sweet Sole Shoe Store: <http://www.youtube.com/watch?v=t6IVkYu76bA>
- Charleston Beer Exchange: <http://www.youtube.com/user/natemail#p/u/11/RirkXsweIxI>

