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=ZO0btlIIImk&feature=player_embedded]
-Alex Jackson, Student: [http://www.youtube.com/watch?v=QZgot6P-nQQ&feature=player_embedded]
-John Davis, Greenest Thumb: [http://www.youtube.com/watch?v=omekhddwGBw&feature=player_embedded]
-CoF C Soccer Player: [http://www.youtube.com/watch?v=9gGiEhIIoIo]
-Pulsera Project: [http://www.youtube.com/user/nasmithson27#p/u/5/NJ01JYs7Yc]
-Sweet Sole Shoe Store: [http://www.youtube.com/watch?v=t6IVkYu76bA]
-Charleston Beer Exchange: [http://www.youtube.com/user/natemall#p/u/11/RirkXsweIxl]