

"Journalism is the telling of stories."

All journalism is *always subjective*. The story teller is *always* part of the story.

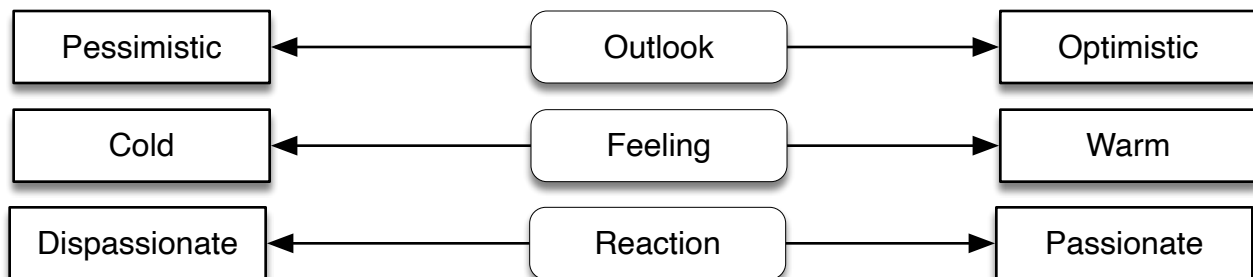
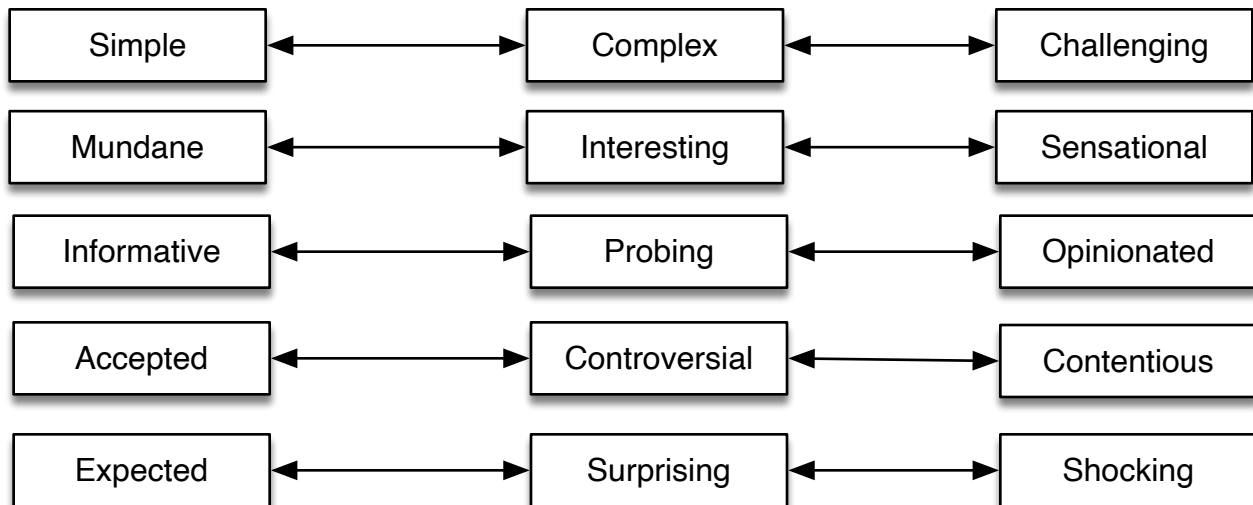
- You select what story to tell, what parts of the story to tell.
- You decide ways to tell the story, which media, emphasis, wording, images, pacing.
- You tailor the story for the audience to whom you wish to tell it.

Question to consider: Why tell this story, now, to these people (the audience)?

The forgotten factor: The audience. What can you say about your audience?

- After hearing your story, what do you want your audience to know or do?
- What kind of people would like your story? What kind of people are likely to ignore it?
- What resources (time, media, background knowledge) might they need to watch it?
- What media environment will they be in? Alone? With others? On the go?
- How is the story relevant to them? What else is going on that may be on their minds?

Story Attributes: Evaluate your story ideas with these criteria.



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by Glenn C. Koenig
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- Try a subject with which you're already knowledgeable, so you'll likely have good questions.
- Evaluate each story idea with the Story Attribute scales on page 1.
- You may want to try interesting, simple, optimistic, warm, easy to research topics first.

Some possible ideas to start out with:

1. How are your neighbors saving energy, reducing waste, living more in harmony with nature.
2. How do young people, a few years after graduation, see their current chosen path and how that's changed since their early years.
3. How have people helped others to find work, helped with personal care, etc.
4. How do people resolve their differences, personally, or politically, perhaps in order to get things done in the local community.
5. How do people make things, including crafts and other items they either use themselves or to sell or give to others.
6. Perhaps start with your audience. Ask people you know what they'd like to know or hear about in the way of a story.
7. Interview children & teens on what drives their curiosity, what they like to learn, where they want to go in life. (Note: You will need their parents' permission and you may have to conform to certain policies when posting your story on social media if children are featured in your story.)

These are just a few of the things I've come up with. There are thousands of ideas.

Course Material for Citizen Photojournalism Seminar

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The Cultural Shift

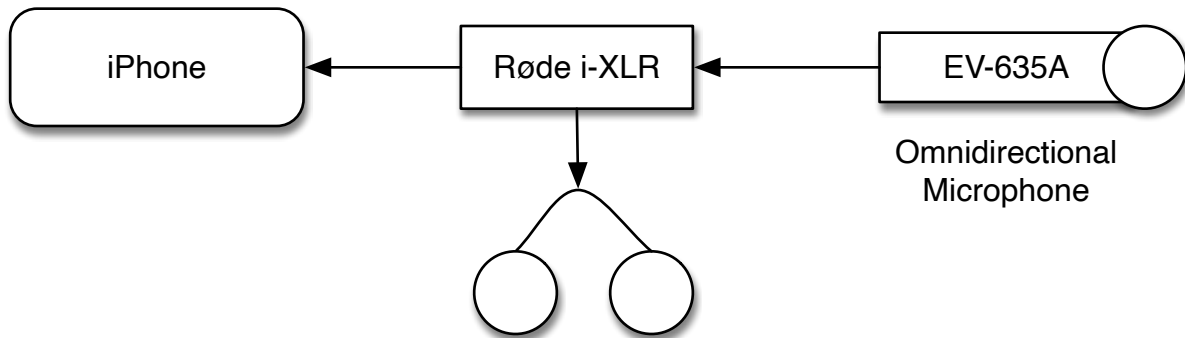
Large hierarchical institutions are giving way to smaller, more diverse networks of individuals. Journalism is undergoing massive decentralization. You are now more empowered.

The Technological Shift

The technology of story creation is now as accessible as the technology of story consumption; the door is wide open. Entire production studios are no longer necessary. Everything you need fits into your pocket or your backpack (for video interview technology, see diagrams, below).

The Ethics

This is a tool. You can use it for either help or harm. You can use a hammer to build a house or assault someone. This is your hammer. Please use it as wisely as possible. Nobody's perfect, but do what you can to guard against errors and false information. Be ready to admit mistakes.



Headphones (Sennheiser 280 Pro, or equiv.)



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Video Production Factors:

Sound

- The 3 most important factors in audio recording are: proximity, proximity, and proximity!
- The 4th factor is Monitoring. Use headphones! Your ears alone are not enough.
- Low level background sound is better than high level. Constant is better than intermittent.

Light

- Light that comes from behind the camera, and lands on the subjects, is best.
- Indirect (aka "soft") light is better than direct ("harsh") light, to avoid deep shadows.
- Detailed background can fool auto focus. Move subjects away from "busy" backgrounds.

Framing & Blocking

- Record in landscape (horizontal) mode *before* starting the recording. Our brains like it this way. (If you forget, then stop recording, change camera position, then start over.)
- Establishing shot (optional).
- Basic 2-shot, versus individual close ups (optional)
- The use of "nod shots" in editing, versus jump cuts (optional)
- The "Line" - where it is and why not to "cross" it (optional).

Preparation

- Decide *with* interview subject, goal of story, aspects to cover, how long final piece will be.
- This is a visual medium: Find images to record to illustrate the subject being discussed (best to even *refer directly to those images ... in* the conversation).

Production

- Crew: Interviewer, videographer, production assistant. Bystander videographer possible.
- Get names spelled correctly, town of residence, and release to use, for any purpose.
- Make a quick test recording, first. Play it back to check. Then start for real.
- "Slate" with camera rolling - location, date, time, & all names. Then take a breath.

Gratitude

When it's done, don't forget to say "Thank you!" They (the subject and your crew) have given you something valuable. Ask if people want a link to watch final story (if appropriate).