

FRESH FILMS VIDEO CHALLENGE #1

Challenge 1: “Share The FACTS, Share Your FEELINGS, Share Some GOOD.”

For this challenge, you'll create a journalist/documentary style video about the impact of news on you and the world around you. You'll be provided prompts along the way to create the content for your video, but we encourage you to be creative during the process!

Specifically, you will...

1. Learn how to uncover FACTS about the Coronavirus Pandemic
2. Share the what you learned i.e. the facts (not the fears)
3. Share your feelings about news stories and how they make you feel
4. Share another factual news story about GOOD happening even in challenging times, and how that makes you feel.

Steps to Video Creation:	You'll follow these steps to create your video: <ul style="list-style-type: none"> - Step 1: Pre-Production will help you plan your video's script and shots. You'll also learn to uncover real facts in the news - which is a key part of the video! - Step 2: Production - this is when you'll learn tech skills and film the video - Step 3: Post-Production is where you'll edit your video
Video Length:	1- 2 minutes (anywhere in that range)
Script & Shots:	You'll script the video and be the on-camera talent and voice of the story; you'll use existing articles, pictures and video, plus film additional visuals to tell your story. We'll talk about this in Steps 1 and 2
Materials Needed:	<ul style="list-style-type: none"> - Your phone or tablet for filming - Free (or nearly free) editing software (detailed in Step 3) - And a few other items (shot list, tech videos and links) that are linked below

Why are we doing all of this? You are navigating the largest and most complicated pool of information in human history in the middle of your generation's first major catastrophic event. Whew! Understanding how to identify facts from fiction is empowering and important for your well-being and mental health! When we feel like we are in control, we tend to worry less and we can focus on the GOOD.

What you'll gain: You'll gain skills in investigative journalism and documentary creation as you capture a moment in history with your video! You'll also be expressing your feelings and spreading hope by documenting the good you see.

STEP 1: PRE-PRODUCTION!

Pre-production is the process of planning your video. It's a critical step that you must do *before* you begin filming. Every TV show, film and documentary goes through pre-production and you'll do the same by following the steps below.

Step 1a	Review the structure of the video!	<p><u>Your video will be FIVE parts:</u></p> <ol style="list-style-type: none"> 1. Your introductory standup about you and the topic (Defined in Step 1e) 2. The "fact" you uncovered about the Covid-19 pandemic <ol style="list-style-type: none"> a. Tell the audience about the fact b. Tell the audience how you researched it c. Tell the audience if you found the story to be true or not 3. Share your feelings on how news like this makes you feel (good, or bad, or otherwise) 4. Share another news story of positivity and hope with your audience and how it makes you feel 5. Conclude the video with another standup or voice-over <p><i>** Note, although your introductory standup is the first thing you see in the video, you will create it <u>after</u> you do your research and other planning!</i></p>
Step 1b	Determine the fact for your video	<p>Search for a "fact" about the Covid-19 pandemic that will be the basis for your story.</p> <ul style="list-style-type: none"> - Your fact can be from social media or something a friend or family member said was true - Make sure you have your source because you'll need it for the video
Step 1c	Investigate Your Fact!	<p>Journalists investigate and make sure they have the real story and the real facts! And you'll learn to do the same!</p> <ul style="list-style-type: none"> - <u>Use the attached "How to Find the Facts" document. It is 3 pages and includes the Media Bias worksheet!</u> - Evaluate the source. Is it a credible news source? Is it from a reliable Public Health Organization? If not, you need to investigate and tell the real truth! We want you to share facts not rumor or fear! - Think about how news like this makes you feel! -
Step 1d	Research another story for your video	<p>Now you'll find another story of HOPE or inspiration that you will feature in your video</p> <ul style="list-style-type: none"> - From social media or other sources, find a story that inspires you during this challenging time - Same as above, make sure you have your source and do your research to make sure it's true - Think about how this story makes you feel
Step 1e	Script Your StandUp	<p>A standup is a short introduction to your piece of content. You will film yourself or have someone help you film this. Your introduction should let your audience know what they will see and should have a solid beginning, middle and end!</p> <p>EXAMPLE: "Hi, I'm Amy Calderone-Blommer from Rock Island, Illinois and today I want to take you on a journey as I discover facts about the Covid-19 Pandemic. I'll share with you a little about how all of this is making me feel. Finally, I'll end with an incredible story of hope from right here in my own community!"</p>
Step 1f	Create the script or outline for the rest of your video!	<p>Determine how you will tell the audience about video parts 2-3-4-5 above. How will you detail the facts, your research, and how you feel? How will you tell the audience about the hopeful story? You could use voice-over and images, you could be on-camera the whole time, create a re-enactment, or do something totally different!</p>

		Use the Script and Shot list template found later in this document and fill out the column that says "Dialogue." Although you're planning your dialogue - it needs to feel natural! The audience should feel like they are discovering things along your journey.
Step 1g	Plan Your Visuals	<p>Using the same "Script and Shot List Template" - you'll fill in the visuals for your film. This allows you to plan the b-roll shots you want and need for your video.</p> <p><i>How many shots do you need on your shot list???</i> It depends on the length of your film. A good rule of thumb is when edited, each shot should be 3-5 seconds long. Shorter or longer shots should only be used intentionally and sparingly. And vary your shots... close-ups, mediums and long shots!</p> <p>DEFINITIONS:</p> <p><u>B-Roll</u> - Any extra footage or images that are secondary to your main footage. Your standup is your main footage, but you may decide to cut to a picture or screenshot of an article you read - this is called b-roll!</p> <p><u>Close-up</u> - Imagine someone being interviewed and all you see on screen is their face. This is a close-up!</p> <p><u>Medium shot</u> - Now imagine that same interview, except you can see the person's whole body in the interview chair. This is a medium shot!</p> <p><u>Wide shot</u> - Lastly, take that same interview and pretend that there's a large background that you want in your shot, so you have to take a few steps back to fit the background in the frame along with the person being interviewed. This is a wide shot!</p>

STEP 2: PRODUCTION (aka it's time to film!)

You've done your planning, now it's time to get the camera rolling! You'll only need your mobile phone or tablet, but we'll still give you some tips for creating the best creative!

Step 2a	Get Some Tech Tips for Filming!	<p>Go to www.freshfilms.org/videochallenge and watch three short tech videos on Filming, Audio and Lighting from Fresh Films filmmaker Josh Romero!</p> <p><i>This is documentary style filming, so while you should try to follow all of the tips you learn, don't be too hard on yourself if it's not as perfect as you think it should be. It's okay! :)</i></p>
Step 2b	Film!	<p>It's finally time to film! So grab your phone or tablet, set up your shot, audio and lighting, and...</p> <ol style="list-style-type: none"> 1. Film Your standup and any voice-over dialogue 2. Film Your Broll or other visuals that help tell your story. 3. Also gather other shots (screenshots of articles, etc) that also help tell your story. <p>PRO TIP: Film everything at least 2-3 times. This is called having multiple "takes" - which ensures you have choices when you edit your video. And if you goof up your standup or b-roll shot, no sweat. Take another "take". You might also experiment by changing the camera angle or doing slo-mo, or other creative ways of film!</p>

STEP 3: POST-PRODUCTION:

Post-production is where you edit together everything that you filmed and add any additional voice-over, Broll footage, music and graphics.

Step 3a	Download your editing software	On www.freshfilms.org/videochallenge you'll find links to free editing software and we'll be adding another video from Josh Romero where he takes you through some editing tips!
Step 3b	Import Your Footage	You'll need to import the footage that you filmed (including your standup and any visuals) into the editing software
Step 3c	Edit to your outline	You outlined your video on the Script & Shot List Template – think of this as your roadmap (storyboard) to editing. <ul style="list-style-type: none"> - Pick your best shots and put those on your timeline - Sometimes you might combine takes, like maybe the front of “standup 1” and the back of “standup 2” are the best. Just put them together! - Then add your Broll and other visuals
Step 3d	Add music & graphics	Add music and graphics to your video! Think about the tone you want to convey when you make your music and graphics choices! Graphics might include your name or the names of other speakers, maybe your source material, and possibly film credits (written by, produced by, etc). You might also have some graphics that are used to convey your key points. Have fun!
Step 3e	Export	Once you're done and you've reviewed your video and you're happy with it, it's time to export the final version! There is generally a “YouTube video output” when selecting your output settings, or see Josh's editing tips for this.
Step 3f	Enter your video	After your video is exported – you'll then upload it to YouTube and then submit your entry with the video link. Your entry will be submitted at www.freshfilms.org/videochallenge

CONGRATS! IF YOU FOLLOWED THE STEPS ABOVE – YOU JUST COMPLETED VIDEO CHALLENGE #1!

Be proud of your work and showcase it to friends, family and the world! We'll help do that on our social platforms too!

HOW TO FIND THE FACTS - a lesson in news literacy!

Because your video helps uncover the facts - you'll need to learn how to analyze news and information!

So first things first, *depending on who or what sources you follow on social media* (YouTube, SnapChat, TikTok, Instagram, Facebook, Twitter...) the information you are seeing might or might not be factual. Think of deciphering what you see like you are a private investigator trying to solve a crime. You want to be skeptical and critical, but not so critical that you think everything is a conspiracy. A good healthy dose of common sense goes a long way.

Determining FACT or FICTION....

Maybe you've seen the conspiracy theory linking the spread of the coronavirus to 5G wireless technology (you know, the kind your cell phone uses). It's actually caused people to set fire to 5G towers, hundreds in fact, in Europe.

True Story! Here's the link to the NYTimes article:
<https://www.nytimes.com/2020/04/10/technology/coronavirus-5g-uk.html>

FACT: 5G Wireless Technology does not spread the Coronavirus.

Viruses cannot travel on radio waves/mobile networks.

COVID-19 is spreading in many countries that do not have 5G mobile networks.

COVID-19 is spread through respiratory droplets when an infected person coughs, sneezes or speaks.

People can also be infected by touching a contaminated surface and then their eyes, mouth or nose.

FACT: 5G mobile networks DO NOT spread COVID-19

World Health Organization #Coronavirus #COVID19

8 April 2020

Source: World Health Organization's (WHO's) Facebook Post

Or, maybe you've read that you can put your homemade mask in the microwave to disinfect it. That information has been circling social media for weeks and unfortunately Kathy Fazio from Santa Claus, Indiana tried it. Don't worry, we asked Kathy for her permission to use her post here and she said it was okay. Posted: April 7th, 2020

<https://www.facebook.com/photo.php?fbid=10221483098176469&set=a.1989520187275&type=3&theater>



FACT: There is a very high likelihood your face mask will catch fire if microwaved. This factual info comes from Reuters (the world's leading international multimedia news agency) on April 9, 2020:

<https://www.reuters.com/article/uk-factcheck-coronavirus-facemasks-fire-idUSKCN21R2M5?fbclid=IwAR1Vx4159JqLJ651AFUubEQD-d6Ec7mIlymVlr6yAo2sPmqPdxXYiSJNpw>

I've shown you these examples, the 5G conspiracy and the face mask fiasco, because fear and false information can quite literally spread like wildfire, especially on social media platforms.

That leads us to the next part of the exercise:

Where Can I Find FACTS in the News Media?

There are a couple of things to keep in mind as you are searching for truth in media (SEE SUPPLEMENTAL MATERIAL "THE MEDIA BIAS CHART"):

1. It's complicated.
 - a. "The Media Bias Chart" is a great visual guide of all news media outlets. Take note that the most neutral/ unbiased and reliable news media outlets are those in the top middle of The Media Bias Chart, surrounded by the GREEN DOTTED RECTANGLE. These are sources you can feel very confident in seeking out for credible information.
 - i. These are news outlets like AP (Associated Press), Reuters, BBC, NPR and the New York Times.
 - ii. There are other factors that we can get into at a different time about how a journalist's perception and experience affects her/his objectiveness in reporting, but that's for a different day.
2. Always check out a second source.
 - a. Just like when a great investigator is trying to find the truth, when you are looking for facts in the media, you should do the same. While we know the AP and BBC are VERY credible news outlets, it's always a good idea to check your story with a different source. If both sources are reporting the same facts, then BOOM!

While we are talking about facts in the news media, it is a great time to talk about reliable sources you can access during a public health crisis like Coronavirus. Just below I've listed the three main Public Health Organizations at the center of this pandemic.

What is Public Health? Public Health is defined by the World Health Organization as, "The art and science of preventing disease, prolonging life and promoting health through the organized efforts of society." (Acheson, 1988; WHO)

Public Health Organizations:



Centers for Disease Control and Prevention



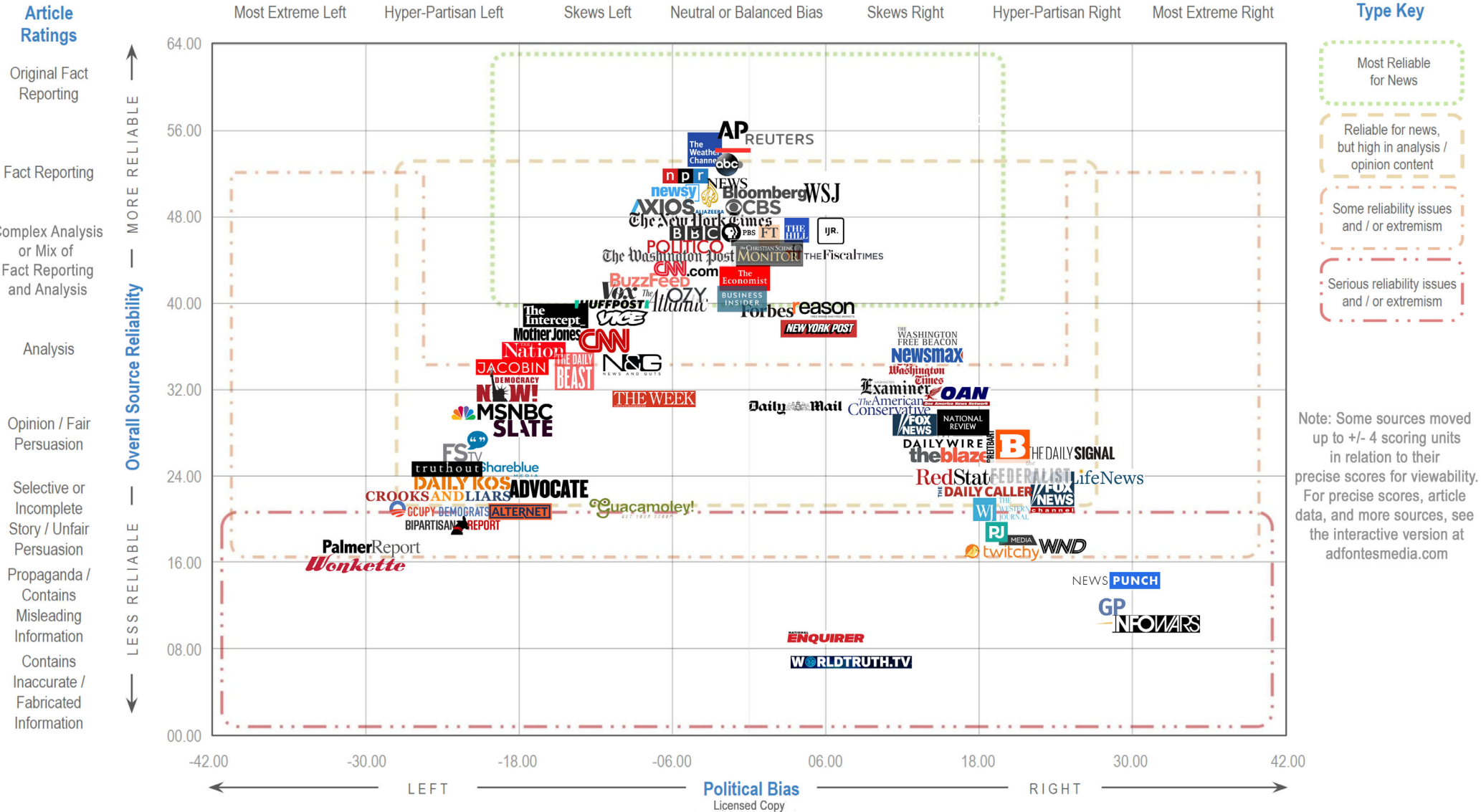
World Health Organization



National Institutes of Health

The Media Bias Chart

Version 5.1



SCRIPT and SHOT LIST TEMPLATE

print out this template - or better yet make your own in Word so that you can type out the specifics for your video!

Scene	Overview	SCRIPT (Add your scripted dialogue here (or at least an outline of what you will say!))	SHOT LIST (Add the visuals that will help tell your story! Be creative - it can be you on camera, or other pictures, videos, or other items as long as they are relevant to the story!)
1 (standup)	Your introductory standup (about you and the topic)		
2 (the fact)	The "fact" you uncovered about the Covid-19 pandemic <ul style="list-style-type: none"> - Tell the audience about the fact - Tell the audience how you researched it - Tell the audience if you found the story to be true or not 		
3 (your feelings)	Share your feelings on how news like this makes you feel (good, or bad, or otherwise)		
4 (a story of hope)	Share another news story of positivity and hope with your audience (that you also uncovered), share your research AND share how that makes you feel		
5 (conclusion)	Conclude the video (can be another standup or voice-over)		

RUBRIC – a resource for teachers and students to make sure you have everything you need for your video!
Teachers, you can also use it to evaluate student videos.

Criteria	Comments/Points
Storyline Is the interviewer engaging the audience? Are the facts presented in an interesting way? Is the research and analysis thorough? Does the interviewer convey their feelings about the story? Is the additional story on hope interesting and well presented? Is the story structured with a beginning, middle and end? (Points possible – 30)	
	Points received: _____
Shot Composition & Shot Variation Do shots adhere to the rule of thirds? Does action fill the frame? Do shots avoid background distractions? Do shots make good use of lines and angles? Do shots have appropriate headroom/nose room? Do shots have a strong depth of field? Is there a variety of shots, including wide shots (25%), medium shots (25%), closeups and extreme closeups (50%), and cut aways? Is there a clear establishing shot and closing shot? (Points possible – 30)	
	Points received: _____
Editing Principles Does editing preserve continuity? Do shots remain on one side of the plane (imaginary line running through a scene) Are closeups, medium shots, and wide shots transitioned effectively? (Points possible – 20)	
	Points received: _____
Sound Are audio levels appropriate? Is audio consistent across shots? Is audio free of extraneous audio (wind, other talking, etc.)	