

Action Week: 28<sup>th</sup> May - 4<sup>th</sup> June 2006

United Games 20

MISSION CONTROL CENTER  
KAPFENBERG - AUSTRIA

THE  
GLOBAL VILLAGE  
PROJECT



# What should my texts and pictures look like?

Kathrin Scheickl  
Michael Neumayr  
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FH JOANNEUM GmbH – Journalismus u. Unternehmenskommunikation  
8010 Graz  
Alte Poststraße 152



## Introduction

Dear citizens of the Global Village!

As we did last year, we will again work together with your project teams during the action week.

During the action week you are going to send us texts, pictures and videos (=TVP).

We are Students of "Journalism and organisational communication" and we would like to give you some hints.

Why should we do that?

Your TVPs will be put on our website and we will also inform journalists about your activities which means that we will send them press releases based on your texts.

Therefore you will receive a checklist outlining how to best make TPVs. This will make your work much easier.

We would like to wish you good luck and a lot of fun with your projects. We are looking forward to getting your stories.

Best wishes,

The Austrian Journalism Team





## Text:

Always write the most important facts in the first paragraph and make the reader interested in reading the whole text. You should answer the following questions:

WHO?  
WHAT?  
WHEN?  
WHERE?

To take into consideration the following questions is recommended, too:

HOW?  
WHY?  
WHO wrote the text?

If the first paragraph gives an answer to the most important questions, it is easier to use the text and it will save the journalists a lot of time. The order of the questions can be different from time to time because you should always tell the important stuff first.

Journalists will cut down reports to make them fit into their type of media. For example, a radio station won't read the whole press release. Often a text is cut down at the end with the result that probably important information at the end of an article is lost. Because of that you should always write the important information first.

A text should be no longer than 360 words (without your headline), only special events like the final description of the results of a project or a special visit can contain up to 450 words.

Short paragraphs are easier to read and the more you concentrate on essential facts, the more likely it is that it will be published in the media. A short report is more interesting than a 10 page text.



## Checklist for Texts

- WHO? Name of the person (if interesting also profession, age, etc)
- What happened? (also small funny accidents, funny stories are always good)
- WHEN? Date (sometimes time)
- WHERE? (which project?, place)
- HOW and WHY? Was there anything that worked out especially well? Did you have any problems? Why did it work so well?(for example: unexpected help, unexpected problems, special events)
- Who is the author? If you want, you can add your name as a byline.

## Pictures

The best gimmick for a text is always the picture. A picture should give the reader an overview about what is happening here. The person should also get the impression to be there.

To reach these goals, you should follow some basic rules. A picture should be extraordinary, lively and give some kind of atmosphere. You can do that this way:

- Choose an unusual place, or a special perspective.
- Show just a fragment of the whole picture. (But also send the whole picture, so that we are able to recognize details.)
- Make snapshots instead of staged pictures.
- Take pictures of working people. Show how hard you work. Sometimes group pictures are boring.
- Be aware of the light situation: Always use the flash even when you are outside.
- Use landscape format as well as panel format.
- Avoid digital zoom, it will just reduce the quality of the picture.

Taking pictures is fun, and you should show that. Please send us pictures that are funny and that you like. When there are people in the picture, it is very important that we know who they are and what they are doing. Do not send us just pictures. Give us a little story about the situation the picture is showing.

## Videos

Videos can do much more than pictures. "Moving pictures" are the kings of all types of journalism. The rules are similar to the rules for pictures. There are only some special rules.

It is very important that videos show some way of movement. It would be best to show people who are working in the project.

A video should be short and exciting. Keep it below 4 minutes. Only very important events allow a video that is longer than 4 minutes. Think about music-videos, only a few songs are longer than 4 minutes. The reason for the short duration is that the longer a video, the faster the person watching the video gets bored. The main goal of music-videos is to sell as many CDs as possible. The main goal of our videos is to sell our work the best way.

Why should there be movement in the video?

Have you ever watched a nature-documentary, say a movie about lions and antelopes? The moment the lion starts to hunt the antelope, the movie starts to get exciting. Make your videos interesting. When you make a video, ask yourself the following question: Would you watch the video if you did not know anybody in it. If you are glued to the screen, you did a good job.

After you finish the video, there is only one important step left: before you send it to the Mission Control Centre, you have to send us information about the video. Include a description of the following: WHO is in it? WHAT happens in the video? WHEN was it produced? WHERE was it produced? WHO was involved in the production? (camera, direction, cut?)