



# Scenarios

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Fine Art of Multimedia Storytelling

Oct. 23, 2008

Naka Nathaniel

# A Starting Thought...

***“If your pictures aren’t good enough, you’re not close enough.”***

**James Natchwey**

# Solo Interviews

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- Initially, keep the camera in the bag
- The notebook is the start of script
- Get them out from behind their desk
- Best four answers, not questions
- Take no more than 10 minutes
- They're looking at you, not the camera

Most importantly...



# Framing

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- Maintain lookspace
- Get in tight -- chop off bodyparts
- Stay above your subject
- Use your light
- Find focus and lock it in
- Keep background neutral
- Minimize distractions or at least explain them








# Your Work: Robin Rombach

Media Center

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Dad says Children's Home is family friendly



00:08 02:41

About Description

10/22/2008

Producer: Robin Rombach  
Producer: Melissa Tkach  
Videographer: Robin Rombach


Brian Johnson, Zachary's father, talks about his treatment and daily life at The Children's Home.

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# Your Work: Bob Donaldson

Now Playing Browse

### The inner workings of Festival of Lights




01:03 01:55

About	Description
Producer: Bob Donaldson Videographer: Bob Donaldson	10/22/2008 The Pittsburgh 250 Festival of Lights, running through Nov. 20, adds a new look to some of the city's more remarkable edifices, including Oakland's Cathedral of Learning. This video gives you a look at how the designers make it all work.

Now Playing Browse

### Extreme Makeover: Home Edition



00:11 03:47


About	Description
Producer: Bob Donaldson Videographer: Bob Donaldson	10/21/2008 Cast and volunteers begin replacing Frank and Tracy Slaughter's Penn Hills home for the ABC television show "Extreme Makeover: Home Edition."



# Your Work: Andrew Rush

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**Rochester 31, South Side Beaver 0**




00:52 02:25

About	Description
Producer: Andrew Rush Videographer: Andrew Rush	10/18/2008 Rochester takes on South Side Beaver in week eight of high school football action.

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**Nordstrom at Ross Park Mall**



00:50 01:02

About	Description
Producer: Andrew Rush Videographer: Andrew Rush	10/10/2008 The grand opening of the region's first Nordstrom store, at Ross Park Mall, is still two weeks away, but the retailer offered a preview tour. Just down the mall hallway, another upscale retailer, Tiffany's, was holding its grand opening.

# Your Work: Nate Guidry

Now Playing Browse

### Hundreds gather to hear Michelle Obama



Michelle Obama

01:14 09:10

About	Description
Producer: Nate Guidry Videographer: Nate Guidry Videographer: Nate Guidry	10/16/2008 Michelle Obama, wife of Democratic presidential nominee Barack Obama, stumps for her husband during a rally at Soldiers and Sailors Memorial in Oakland.

Now Playing Browse

### Mattress Factory auction




00:30 01:38

About	Description
Videographer: Nate Guidry Videographer: Nate Guidry	10/16/2008 More than 100 pieces of art will be available for purchase at an auction at the Mattress Factory Saturday night. The auction feature work from local, regional, national and international artists.

Now Playing Browse

### Casino in the making




00:58 01:03

About	Description
Producer: Nate Guidry Videographer: Nate Guidry	10/10/2008 Slowly but surely the Pittsburgh Casino is rounding into form. With 85 to 90 percent of the structural steel in place and most of the parking garage completed, officials are optimistic they can get the work done in time for its proposed opening next August.

# Your Work: Rebecca Droke

Now Playing Browse

## Underground at Creekside Mushrooms



00:29 01:42

About	Description
Producer: Rebecca Droke Videographer: Rebecca Droke	8/28/2008 Creekside Mushrooms Limited in Worthington, Pa., is the world's largest and the only underground mushroom growing facility in the United States. They grow white button mushrooms and brown, baby bella mushrooms.



# Your Work: Marc Felman

**Observer-Reporter.com**

Benjamin Sota: Depression era Circus and Vaudeville

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Benjamin Sota, director of the Zany Umbrella Circus, gives a presentation on the Circus and Vaudeville and how it affected people during the depression, including juggling and other performances.  
*Video won't play? [Click here!](#)*

**AP Video**



**Branson Breezing Toward Another Record**

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# Your Work: Bernard Dagenais

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Friday, October 10, 2008

## Notebook

### Making cents out of school lessons

First in a series on financial education.

Philadelphia Business Journal - by [Bernard Dagenais](#)

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The good news is there are plenty of free financial education programs available to help schools teach students how to manage their money.

The bad news, particularly in light of the personal financial mismanagement that helped bring on the current financial crisis, is most schools don't use them.

A 2007 survey by Pennsylvania's Office of Financial Education found that only 20 out of 579 schools surveyed require that students take a personal finance course. Nearly 15 percent of schools don't even have such courses. At those schools that offer elective finance classes, less than half of students opt to take them.

It's little wonder then that young people often find themselves getting in over their heads when it comes to personal finance. Those credit card offers look mighty tempting. It takes perspective to realize how much a poor credit rating can affect your life, making it harder to rent a house and more expensive to buy a car — possibly even putting home ownership out of reach.

Parents in Philadelphia often recall receiving basic education from programs such as PSFS Savings Day.

# Questions?

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# Thanks for Listening...

It was a pleasure to be with you.  
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