

WRITE TIGHT

Don't Waste the Viewer's Time | Use Natural Sound | Explain the Video

Use Active Verbs

Try to avoid "to be" verbs including "am, is, are, was, were, be, being, been." Instead explain what did what. Consider the difference between:

The boy was found.

Police found the boy.

Mistakes were made.

The Pentagon admitted that it made mistakes.

This is not an iron-clad rule, but it usually results in more precise writing.

Avoid Subjective Adjectives

Fantastic, gut-wrenching, mother's worse nightmare and tragic are subjective adjectives. Let the subject of the story use them but you should use objective and factual adjectives. If the story is good enough, you don't need to inflate the language. You can almost always avoid adverbs including sadly, happily, hopefully and luckily.



Explain the Video

Don't tell the viewer what they are seeing in the video, explain what they are not seeing.

If you are showing me a dog, there is no need to say the word "dog." Tell me the dog's name, that he saved somebody's life last night, that he is a hunting dog but is afraid of rabbits. Enrich my understanding. Certainly don't compete with the image by talking about something completely unrelated to it. With the eye and ear compete, the eye wins.

