

Mark Mullen Video Questionnaire

Creating Compelling Packages

* Required

1. Name: *

2. What does Mark say about the types of stories that make the "best stories?" *

3. During this Pandemic, what have been the biggest shifts in the way professional news organizations are having to tell stories? How have they had to adapt? *

4. In what ways is it risky when a news organization has to rely on content that is shot by "non-TV" people? *

- 5. Going into a story, Mark really stresses the importance of having a "focus"- a general idea of where you think the story may lead. And from time to time, that focus changes as you develop the story. Describe a story that you produced that "evolved" as you got more into the story. As an example, when we produced our film "One in Seven" about San Diego families that struggle to put food on their tables- we had no idea that there would be so many military families lining up at food banks. Who would have thought that our military were so underpaid (apparently) that lower ranking soldiers were struggling. That became the focus of the film and it was DEFINITELY not the original focus. *

- 6. What does Mark describe about his "process" for putting a story together as it relates to considering the "beginning" and "end" of the story as he is writing his script? *

7. What does Mark say about story length? What is his advice for deciding how long the story should be AND about stories where you have LOTS of good material, but not enough time to include all of it? *

8. Mark says (fill in the two blanks below) "The audience only knows what they _____ in your story, they don't know what they did not _____." *

9. Working with his Managing Editor, Ish Eshrada, how did Mark alter the way he was going to originally start the story? *

10. Mark says that you need to read your script out loud before recording the voiceover? Why is it essential that you read your words out loud before recording them? *

11. At 12:25 Mark talks about writing to the video. What is the point that he is making here? *

12. When Mark logs his interviews he draws Up and Down arrows on the script- these are useful for the editor. If he draws an Up arrow, what is he saying about the potential challenge of using that sound bite? *

Mark only one oval.

- The interviewee has finished the sentence and this interview answer should not present a challenge in editing.
- This interview (because of the UP arrow), should be used at the top of the story.
- This sound bite could end mid-sentence, but it may be a challenge to use because it may sound like the interviewee was cut early, before they finished what they are saying.

13. What does Mark say about flip flopping head direction when shooting multiple interviews to avoid the dreaded Jump Cut? *
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