

AN APPROACH TO DOCUMENTARY TELEVISION WRITING

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WRITING CRITERIA

1. General Audience Appeal vs Special Interest Appeal
2. Visual Appeal vs Cerebral Appeal
3. Entertainment Value vs Content Value
4. Production Value vs Conceptual Value
5. Specific Focus (Story Slant) vs Topic Exhibition

PROGRAM ELEMENTS

Visual

Aural

X

Talking Head (TH)
(See and hear interviewee talking)

X

Narration (VO)
(What you write for Narrator to say with B-Roll)

X

Soundbite (SB)
(Interviewee talking with B-Roll)

X

X

B-Roll Video Footage
(What you shoot or Stock Footage to illustrate what VO and SB are saying)

Music
(Score to enhance or Montage to Lead)

X

Sound Effects (SFX)
(Wild-Ambient/In-Sync)

X

X

Character (Title) Generator (CG)
(Titles keyed over video to identify subjects)

X

Picture Graphics
(Photos/Computer Graphics to illustrate VO/SB's)

APPROACH

1. Apply **intersperse style** approach by using brief segments of all the program elements throughout your program if possible in order to prevent "**negative adaptation**" in your audience.
2. Apply **staggered-split edit** approach in your editing so that you can mix your program elements in a seamless transition in order to prevent "**jolts**" and "**voids**" (guillotine splices/chop edits) in your program.