

## **How to make your BROLL work**

Television news is one of the most powerful and trusted news media these days, and to get a softer story into the TV newscast one must follow one paramount rule – have moving pictures.

In congested news markets such as Toronto, getting a videographer or camera assigned to your story is a challenge to say the least. If you're lucky, you may get one or two cameras out to your news event. That leaves another three or four stations, not including the networks, that will not cover your story because they are not there with a camera.

PR Practitioners can maximize their TV impact by investing in BROLL and hiring a news videography service. One such service provider is Permanent Images Video Production Inc. ([www.videotoronto.com](http://www.videotoronto.com)). It's principal, Steve Dekter, is a 15-year veteran of Toronto's television news business, where he has worked as a front line camera operator and producer for the likes of CTV, Global, CNN and ABC News.

Steve offers his top ten tips to maximize the pick-up of your BROLL:

1. Hire a videographer with news experience – wedding video won't cut it!
2. Shoot it in Betacam format.
3. It should be in edited, eye-catching footage and delivered in a timely manner.
4. Don't shoot shots – shoot sequences. Tell the story.
5. Produce a shot list to use as a rough guide.
6. Allow for time to light the shot properly.
7. Shoot as a news videographer would shoot it – don't make it too polished.
8. Keep the BROLL visually entertaining.
9. Work with the camera operator/producer to capture the best shots and sequences.
10. Hire a staging company when it is a news event so lighting, backdrop signage and audio feeds are all present and in working order.

Dekter adds that “at the end of the day, don't forget this is news, not a movie.”

Distribution of BROLL is dependent on budget and timing. If it is a relatively hard news story with time sensitivities, courier delivery of the tapes if it's a one-market focus or through satellite if it's of national interest will be necessary.

Ensure concise hard copy news materials accompany the BETA tape and make sure the BROLL is not too long – under ten minutes is ideal. TV stations don't have the time or staff to go through long tapes!