## COMM 100: Brother Ronald Weekes

### Sept 23, 2010: Video Production

Brother Weekes works behind the camera  
 anchor, report, behind the scenes, film-making, video productions-all part of broadcasting  
Video technology keeps increasing- made and edit on video, then putting on film for distribution  
Robert Redford- created Sundance Film Festival  
“If you want to make a lot of money (with broadcasting), change your major.” –Brother Weekes  
 “I don’t sugar coat things.”  
News-gathering side, up side, both have modules here at BYU-Idaho  
 “Baseball on TV is boring”

**[He showed us a video about the making of Monday Night Football]**Get there 3 hours prior to the game  
 Nothing about it isn’t exciting  
Pre-production goes at least a week prior  
The meetings that the crew does before-hand draws the lines and the announcers color in the picture

Spotter-second pair of eyes (uses hand signals to the announcer, will hand them things to read)  
*A lot* goes into an Instant Reply…  
-In the time that it takes for a player to get off the turf, there are a dozen cameras with their own operating staff ready to rewind their cameras.

-They suffer from high blood pressure (joke)

Tech crew is out on the field   
Production crew is in the trailer  
Announcers stay in the booth  
 “Ready four, take four, ready eighty-three, take eighty-three”  
When crazy things happen, you react like a fan (shocking touchdown, etc)  
“Sometimes you get so caught up in the game, you ask ‘who won!?’ “

Where Journalists work  
 Comm. TV station and comm. radio  
 Public radio and TV  
 Web  
 Networks  
 Local cable systems

Related Industries  
 Wire services  
 News Feed Services  
 Syndication services  
 Corporate TV  
 Public Relations

An anchor is the tip of the iceberg  
 You can make videos for anything and everything  
 websites, kiosks, commercials, radio stations, etc  
You need to know how to write to be in broadcasting

What Journalists Do  
-Anchor  
-Reporter  
-Photographer  
-Assignment Editor  
-Tape editor  
-Multi-media productions  
-News Director  
-Writer

Starting out you can make at least $22,000. (median 2002 salaries for journalism)

*What do bosses look for?* 1. General Presentation: appearance, business manner, personality, etc  
2. Writing Skill: basic communication with words  
3. Information about/examples of work experience (internships are a plus)  
4. Hands-on in actual work situations  
5. Hands-on experience in technologies (cameras, etc)  
**Broadcasting requires well-rounded skills**