

# **FYSM 1000-04: science & environmental communication**



**University of Colorado-Boulder**

**Fall 2017**

**Thursday, November 16<sup>th</sup>**

# today's class



**(1) housekeeping**

**(2) filming comments, tips & discussion**

**(3) co-facilitation #8** (Chris Tyren,  
Jassim Almazidi, and Zhi 'Frank' Liu)

**(4) composition #2 in-class work time**

- **revisiting LOCC conversation 2**

# November 7<sup>th</sup> voting update



## City of Boulder 'municipalization'

### CITY OF BOULDER BALLOT ISSUE 2L UTILITY OCCUPATION TAX INCREASE AND EXTENSION

	VOTES	PERCENT
For the Measure	15,549	51.71%
Against the Measure	14,518	48.29%
<b>TOTAL VOTES:</b>	<b>30,067</b>	

### City of Boulder Ballot Question 20 Charter Requirement for Vote Before Electric Construction Debt

	VOTES	PERCENT
For the Measure	23,981	82.82%
Against the Measure	4,975	17.18%
<b>TOTAL VOTES:</b>	<b>28,956</b>	

### City of Boulder Ballot Question 2P Charter Provision Allowing Executive Sessions for Municipalization

	VOTES	PERCENT
For the Measure	12,289	43.45%
Against the Measure	15,997	56.55%
<b>TOTAL VOTES:</b>	<b>28,286</b>	



### Student vote may have saved 2L

New Era Colorado registered 2,075 people in promoting Boulder municipalization

By Alex Burness  
The vote on the utility occupation tax increase and extension was a close one, but it was a victory for the city of Boulder. The measure passed by a narrow margin, but it was a victory nonetheless. The city of Boulder is now on track to become a city-run electric utility.



### BROOMFIELD BREAKTHROUGH

By Alex Burness  
The Broomfield Eagles have broken through. The team has won their first game in over a year. The team is now on a winning streak. The team is now on a winning streak.

Read more about the game. Page 2C has more photos at [broomfield.com](#).



### DailyCamera

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### Student vote may have saved 2L

New Era Colorado registered 2,075 people in promoting Boulder municipalization

By Alex Burness

Staff Writer

Cody Jackson, a senior at the University of Colorado, wasn't planning to vote in Boulder's latest election until he was approached outside the University Memorial Center two hours before polls closed Tuesday, by a volunteer with New Era Colorado.

"They told me, 'Hey, if you want to vote, we can drive you there. It'll be super quick, and there's free pizza,'" Jackson said. "I was like, 'OK, I have nothing better to do. I can do that.'" And so he boarded a big van, where he saw three other students he knew and a couple dozen he didn't know, and a cooler with drinks.

On the ride over, volunteers with New Era — a group focused on advocacy and civic engagement, run by and for young people — told Jackson about ballot measure 2L, a proposed extension of

See MUNICIPALIZATION, 17A

### MUNICIPALIZATION

from Page 1A

the tax that funds Boulder's ongoing bid to separate from Xcel Energy and form a city-run electric utility.

# setting up a two-camera interview



- Main Camera
  - A-Roll
  - Wide establishing shot (usually from waist up)
  - Interviewee should not look directly into the lens or be in the center of the frame
  - Interviewer will sit/stand next to the main camera at eye level with interviewee
  - Main camera lens will be lined up at eye level
- Second Camera
  - B-Roll
  - Close up shot - to the left or right of main camera
  - Can also move the camera to show close up of hands, other gestures

# lighting



- Lighting for Indoor Interviews
  - If shooting indoors, try to use a window for a main light source
  - Avoid overhead fluorescent lights if at all possible
  - Avoid brightly lit backgrounds
  - If all else fails you can use a floor lamp and a white reflector
  - Check for “hot spots” on (bald) heads, face, nose, forehead
- Lighting for Outdoor Interviews
  - Avoid direct sunlight during the day (noon time hours)
  - Avoid bright skies in the background
  - Shade is fine as long as there are no “hot spots”  
(remember the sun’s position will change during the time of the interview)

- Audio for Indoor Interviews
  - Be aware of ambient noises/sounds
  - Make sure you record at least 30 seconds of room tone
- Audio for Outdoor Interviews
  - More difficult to obtain good sound (non-controlled environment)
  - Wind considerations
  - Traffic sounds, construction, etc.
  - Make sure you record at least 30 seconds of ambient sound

- Lavalier Mic
  - Be aware of mic rubbing on clothing, hair, jewelry, etc.
- Shotgun Mic

Always use a loud clap ON CAMERA when starting the recording to make editing easier

ALWAYS test audio ahead of time and make sure levels are acceptable

# other tips



## **TWELVE TIPS for YOUR SUCCESS:**

- If possible, scope out the location before the interview so you know what to expect with sound, lighting, etc.
- Make sure you pause for a few seconds before asking the next question and also ask the interviewer to pause a few seconds before answering questions.
- Get plenty of B roll before or after your main interview. Ideally it would be related to your subject's field of study or background. Pre-visualize the story you want to tell.
- Use "Rule of Thirds"
- Make sure you ask your subject to answer your questions by starting their answer with part of the question (i.e. "My name is...", "My research focuses on...", "I am concerned because...").
- Make sure batteries are fully charged!
- Leave room for graphics.
- Offload the footage ASAP onto TWO backup drives.
- Google "creative commons" for free to use footage or images.
- Anything provided by NASA is free to use (NASA's YouTube channel is a good resource).
- Bring water and snack
- Turn off cell phones (not in use) during the shoot!