



# SMARTPHONE Journalist

## Quick Tips

Your story has only **3 SECONDS** to grab the viewer's attention!

### 5 STORY-TELLING TIPS



#### GET THE FACTS

Cover the 5W's of Journalism: **Who? What? When? Where? Why?**



#### STRONG IMAGES

The first image must grab attention.



#### SIMPLE WORDS

Everyday language, short words, active verbs.



#### USE EMOTION

Is your story happy, sad? Does it have conflict?



#### BE BRIEF, CONCISE

For news **1:30 to 3:30 minutes**. For social media a max of **2 minutes**.



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GLOBAL NEWS  
ALLIANCE

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- For more Smartphone Journalism tips
- To qualify as a GNA Smartphone Correspondent



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## Quick Tips

### PRE-PRODUCTION



**STORY CONCEPT**



**A CLEAN LENS**  
(use microfiber cloth if needed)



**BATTERY CHARGED**  
(& extra battery)



**SUFFICIENT MEMORY**

### PRODUCTION



**1 ACTIVATE AIRPLANE MODE**



**2 HOLD IT HORIZONTAL** (16:9)



**3 STRONG LIGHT BEHIND YOU**



**4 AUDIO: USE A MICROPHONE OR COME CLOSE**



**5 STABILIZE THE PHONE**  
(brace or use tripod & resist pans & zooms)



**6 FRAME THE SHOT** (rule of thirds)



**7 AE/AF LOCK TAP & HOLD TO SET**  
(Renew for each shot)

**(START RECORDING)**



**8 MINIMUM 10 SECONDS/SHOT**



**9 ZOOM WITH YOUR FEET**  
(don't use digital zoom)



**10 WMD--WIDE, MEDIUM, DETAIL**  
—three shots to cover the scene