

AM Notes November 10, 2009 Looking at the 3 Documentaries Craft/Content

| Craft Frontline Documentary | Content |
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| <ul style="list-style-type: none"> •Spoke clearly—rate and tone. •not interesting. Didn't draw people in- talked about issue but not to people. •no passion—try to be objective. | |

- Consider who your audience is.

- Audience likes humor.

| Craft C-Span Documentary | Content C-Span Documentary |
|--|----------------------------|
| <ul style="list-style-type: none"> •words and picture match. •start and end with a question. •Question makes you think, makes you wonder. •music=upbeat @ beginning and matched words. •should stay still—can't focus. •C-Span documnetary= survey, make it personal. •has passion. •bookcase in background seem more intelligent. | |

| Craft Discovery Ed. Documentary | Content Discovery Ed. Documentary |
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Goal=learn what you should/should not do in your own documentary.