

SIUE Mass Communication
Duhman Hall Room 2039
Edwardsville, Illinois
Mass Comm Department

CLIENT: MC 330
PRODUCT: The Production Job Market
WRITER: Madison Lewis
LENGTH: 4:45

Video	Audio
1. XWS: SIUE Quad with students walking around	1.V/O: As a college senior or recent graduate, the production industry MUSIC: CALMING MUSIC
2. MS Tracking: Group of students walking to class in the quad.	2.V/O: Can be very challenging to get into.
3. MLS: Theresa getting ready for the interview	3. V/O: SIUE broadcast engineers Theresa Pauli
4. MS: Ben getting ready for the interview	4. V/O: and Ben Moyer share their experiences in the production industry.
5. MCU: Ben Moyer talking head	5. BEN: "I started doing freelance production in 1996. I feel the production industry was harder
6. MLS: Someone turning in an application at an employer	6. BEN: back when I graduated because it was very hard to get a full-time job."
7. MCU: Ben Moyer talking head	BEN: "It's almost like someone had to, resign, retire, or pass away if you wanted to get a full-time position anywhere"
8. MCU: Theresa talking head	8. THERESA: "I was in school from the Spring of 1987 to the Spring of 1992. I worked part-time and started working in the industry in 1990."
9. WS LA PAN UP: KPLR Station Exterior	9. THERESA: "Before I graduated I started officially as a paid employee at KPLR in March of 1990."
10. LS: Crew working at KPLR	10. THERESA: "Back then we could volunteer at KPLR also known as "
11. CU: Worker handing another worker an XLR cable	11. THERESA: "Channel 11 and we were getting a great experience."
12. MLS: Worker walking out of the studio door	12. THERESA: "Eventually someone would leave or get promoted, so I got a call and they

	said”
13. MS: Someone answering a phone and putting the phone to their ear.	13. THERESA: “So and So just walked out, do you want their job?”
14. MCU: Theresa talking head	14. THERESA: “So a lot of times it’s about being at the right place at the right time.”
15. MLS: Students in SIUE Studio at the News desk.	15. V/O: After sharing their experience in the field, Ben and Theresa give advice to SIUE seniors.
16. WS TILT UP: Channel 11 building	16. THERESA: “If you want to work at a news station, you should look up the ownership name, not the station name.”
17. MS: Assistant director in the control room at the switcher	17. THERESA: “For example, if you wanted to work at Channel 11,”
18. XCU: Google search bar	18. THERESA: “You should look up Nexstar Media Group.”
19. WS PAN: TV Studio with workers doing their jobs	19. THERESA: “It’s easier to get a job in the production industry now because
20. MS: Employer handing Employee a check while in the studio	20. THERESA: The expectations have lowered along with the pay.”
21. MCU: Theresa Pauli talking head	21. THERESA: “It was partially easier back in the day because internships now in television in the St.Louis area are more formal.”
22. MS DOLLY IN: Student working on a laptop	22. THERESA: “If you’re getting experience, getting those lines”
23. MCU OSS: Student editing resume on laptop	23. THERESA: “On your resume while you’re still in school”
24. LS: Student and mentor walk into the center of the frame to shake hands	24. THERESA: “Making connections, and getting your foot in the door while you’re still in college,”
25. MS: Zoom in on a student working in a studio operating a camera	25. THERESA: “It’s so much easier to get a job when you graduate”.
26. MCU: Ben Moyer talking head	26. BEN: “One of the biggest pieces of advice I have for graduating seniors is to”

27. XCU: Computer screen with a big “apply” button	27. BEN: “Apply to as many internships as you can,”
28. CU: Student clicks on the mouse pad	28. BEN: “Even if they’re unpaid.”
29. MCU OSS: Student scrolling on “Indeed”	29. BEN: “Job sites are an amazing tool to look at positions that are available”
30. CU: Computer screen of an employer’s website. The student scrolls to the bottom and selects “careers”	30. BEN: “But when you find a position that you like, apply on the actual website.
31. MCU: Workers in a production studio talking	31. BEN: “The main way I found production jobs was from word of mouth,”
32. XCU: Grip’s hands adjusting a C-stand	32. BEN: “Working every time I could,”
33. LS LA: A grip talking to the producer	33. BEN: “And connecting with people on shoots.”
34. MLS: Student on laptop scrolling	34. THERESA: “Don’t listen to entry-level jobs that require”
35. CU: Computer scrolling through an entry-level production job description	35. THERESA: “3 years of experience because those job descriptions are the ideal candidate”
36. MCU: Talking head of Theresa Pauli	36. THERESA: “And most times they don’t get their ideal, and many of those requirements aren’t hard-set.”
37. MLS: Video Journalist sits at kitchen table with an envelope in their hand	37. V/O: After those great pieces of advice, Theresa compares the salary of video journalists from the 1990s to today.
38. MS: Video journalist opening an envelope	38. THERESA: “My starting salary was 20,000, and if you worked there for 7 years, you got up to 50,000, which was 30 years ago.”
39. MS: Video journalist opening an envelope	39. THERESA: “But now as a video journalist after 10 years your top pay”
40. CU: Character pulling check out of the envelope	40. THERESA: “Would be 57,000, so it only got raised 7,000 over 30 years.”
41. MS ZOOM IN: VCR tapes	41. V/O: Ben and Theresa now dive into how editing was different in the 1990’s.

42. CU: Phone ringing and vibrating	42. THERESA: "One time I was at my internship and I got a call where I got an offer to be a full-time video editor."
43. LS: U-Matic linear editing system	43. THERESA: "Back then editing was different because we edited tape-to-tape, which is linear editing"
44. MCU: Talking head of Ben Moyer	44. BEN: "Non-linear editing was a huge step forward for the production industry at the time."
45. LS DOLLY IN: Avid machine	45. BEN: "When I was a student here in the late 1990s, we had one Avid machine."
46. WS PAN: Students in editing lab	46. BEN: "That Avid machine had to be shared with all SIUE production students".
47. CU: Student editing on an Avid machine	47. BEN: "It had very little storage capacity, so if you wanted to edit, you had to finish it."
48. MLS: Student getting up from Avid machine and walking toward door	48. BEN: "You could not leave until your edit was done, because if you left,"
49. MS TRACKING: A different student walking up to the Avid machine and sits down	49. BEN: "Someone else was going to come in and delete all your progress"
50. CU: Clock time lapse from 8 at night to 9 in the morning	50. BEN: "The longest I spent editing on the Avid was from 8 at night to 9 in the morning."
51. MLS: Ben powering on a modern computer	51. V/O: Now that Ben has explained analog editing, he talks about the transition from analog to digital
52. MCU DOLLY RIGHT: VCR Tape dolly to laptop with non-linear editing software showing.	52. BEN: "The transition from analog to digital was relatively easy for me"
53. MS: Ben picking up a camera	53. BEN: "Because that was right when I was entering the workforce"
54. MLS: Ben putting VCR Tape in a linear editing machine	54. BEN: "It was a time where you had to adapt to both because you didn't know which one you were going to be working with."
55. CU: Video playing on linear editing machine	55. V/O: Ben now explains how he got his first production job from his internship

56. MCU: Ben Talking Head	56. BEN: "Before I graduated from SIUE I did an internship at a place that is no longer around that was called Innervision Studios"
57. WS PAN: Production Studio	57. BEN: "Which, at the time, was a really big deal. They were a full production facility."
58. MLS: Grip wrapping up an XLR cable	58. BEN: "About halfway through my internship, I started to notice the scheduling professional."
59. LS FOLLOWING: Scheduling Coordinator walking through the production doors	59. BEN: "Would come through the studio when we weren't recording and would ask"
60. MS: Scheduling Coordinator holding up a schedule and talking	60. BEN: "If anyone knew people who could do specific jobs."
61. MCU: Someone working a teleprompter	61. BEN: "They often times they asked for teleprompter operators"
62. CU: The frame starts out dim until Ben turns on the lights with the light switch	62. BEN: "So, I stayed one night and set up the teleprompters and equipment"
63. MLS: Ben turning on the teleprompter	63. BEN: "And taught myself how to do it and luckily it wasn't too difficult."
64. MCU: Ben typing on the keyboard for the teleprompter	64. BEN: "After I taught myself, I went to the scheduling person and said,"
65. MLS: Ben working on a teleprompter in the studio.	65. BEN: "'Hey I know how to do this now' and a week after she called me to work on the teleprompter."
66. MCU: Audio operator putting a microphone on an anchor	66. V/O: Through Ben's internship, he was able to learn new skills and find jobs through his connections.
67. MCU: Ben laughing in a muted talking head	67. V/O: Ben and Theresa end the interview with advice on how to get connections in the production industry.
68. XWS SLOW ZOOM: St.Louis Skyline	68. BEN: "St.Louis is a relatively small market and it's very close-knit and even though"

69. GRAPHICS: Logos of different production companies.	69. BEN: "These companies all compete with each other, they do a lot to support and help each other."
70. MCU: Theresa talking head	70. THERESA: "If you're looking for a job, talk to your connections."
71. MLS LA FOLLOWING: A student walking down the hallway of Dunham Hall	71. THERESA: "If you don't have any connections, talk to the university"
72. MS: Theresa talking to student	72. THERESA: "Faculty and staff who do have connections and are happy to help."
73. LS: A student at graduation receiving their degree.	73. THERESA: "Don't be invisible to us even after you graduate."
74. MCU: Student at graduation shaking hands with a professor	74. THERESA: "We're still here to help." MUSIC: CALMING MUSIC FADES OUT