

Description Writing Guidelines

General

Use the present tense

Be impartial

Be concise

Do a quick Google search to verify spelling, historical timing, etc. if you're unsure, but don't devote too much time to it.

Things you need to identify in the description

Item Type

Is this an edited story, original footage, or a broadcast?

Element Types (if more than one)

Is there a press conference, environs, interview, archival stills, footage of meetings, etc.?

Subject/content of each element

Interview on high rents

Press conference on controversial new legislation

Environs of South End housing and parks

Footage of children entering school buildings

Archival stills of interviewee's childhood

Names involved in each element

Interviewee's name or other identification

If there is no identifying information at all: "Interview with man on..."

If there is some identifying information through context: "Interview with Roxbury resident on..." or "Interview with member of Boston Redevelopment Authority on..."

If there is a name: "Interview with Ann Brooks on..."

If there is a name and more info: "Interview with Josh McManis, President of Boston Tennis League on..."

Name of businesses, buildings, etc.

Any notable buildings, landmarks, neighborhoods, etc.

These can be things you recognize, or if there is footage of an identifying sign, etc.

New England Aquarium

Bunker Hill Monument

Central Square in Cambridge

Examples by item type

Edited pieces

In this story on linkage, Christy George gives history of Boston development boom and affordable housing decline. She describes proposed linkage between the two in the form of taxes on new development, the proceeds of which would go toward affordable housing. Kevin White press conference. Interview with Bruce Bolling on his proposed linkage law. Interview with housing advocate Robert McKay, who is also on the committee reviewing the linkage law. There is a discussion of how exactly linkage will work. Kevin White, Ray Flynn, Larry DiCara, and Dave Finnegan all weigh in on linkage as a mayoral campaign issue.

Larry Bird wins MVP award for the third year in a row. NBA commissioner David Stern announces the award. Bird gives comments upon receiving it. Interviews with Bill Russell, Hakeem Olajuwon and Tommy Heinsohn. Montage of Celtics game play featuring Bird.

U.S. Commerce Secretary Malcolm Baldrige opens the new Boston World Trade Center. Discussion of Massachusetts as an export state, and local industry's competition with imported goods. Michael Dukakis and Baldrige speak at the opening ceremony, and mention new trade legislation on the floor in Congress. Interview with Dukakis on his differing opinions on the legislation. Exteriors of the Trade Center and scenes of the Boston Harbor and waterfront. Following the edited story is b-roll of the ceremony, a helicopter taking off, the world trade center building from multiple angles, and photographs and aerials of the surrounding area.

Original footage

Field tape:

Charles Street jail interiors. Four tiers of cell blocks seen through chain link fence. Zoom into guards on ground level. Guard patrols upper walkway. Cell behind bars with toilet and cot. Interview with Suffolk County Sheriff Robert Rufo about delay in transferring inmates to state prisons after sentencing. Charles Street is supposed to serve only as pretrial detention center but prison system is so overcrowded that inmates stay there much longer than intended in inappropriate incarceration, without rehabilitation support and furlough programs. They shoot cutaways. Howard Husock does several takes of reporter standup in front of the jail.

Straight b-roll:

Franklin Park Zoo. Dromedary camel, eating, with a close-up of chewing. Various non-native hoofed animals in cages and fenced pens. Group of children walking through the zoo and looking at animal habitats. Close-up on zebra stripes through chain link fence. Zebra grazing dried leaves.

Charlestown environs. Charlestown High School and Monument Square, Bartletts Street, Bunker Hill Street and St. Francis de Sales Church. Children ride bicycles in Monument Square. People are gathered in the park beside St. Francis de Sales Church. Shot from the park of the port. Racist, white supremacist and anti-busing graffiti is visible on buildings on Medford and Main Streets. Shots of Medford and Main Streets. Pedestrians walking along streets. Children play at a playground. Audio goes in and out.

Full Interview:

Interview with mime Marcel Marceau. In the interview he describes the art and discipline of mime, especially as part of the theater rather than film. He explains how when he first came to America there were no mimes, and then there was a mime-craze in the 1970s. He describes his feelings about being one of the most iconic mimes. He explains how mime can cross international, racial, language, and other boundaries. He recounts the events of his current visit to Boston. He discusses his family and personal life. He explains the balance of his show, which is broken up into two parts: Bip, the man struggling against the world, and Pantomimes of Style. They discuss his other artistic pursuits while shooting cutaways.

Broadcast air checks

Ed Baumeister hosts an Evening Compass broadcast. Louis Lyons reports on national and international general news of the day. The rest of the broadcast is focused on school desegregation. Judy Stoia and Greg Pilkington report on the violence at South Boston High School the day before. These reports include stills and footage of protests, Louise Day Hicks with bullhorn next to William Bulger, South Boston angry crowds, helmeted police, cruisers and motorcycles, buses, exterior of South Boston High, African American students responding. Peggy Murrell reports on the reaction of the African American community to the South Boston violence, with quotes from Thomas Atkins and Mel King. Pam Bullard reports on the changes in the public opinion on desegregation since the start of school in September. Judy Stoia reports on the effect of the violence on other schools in Boston, specifically Hyde Park High School, which includes white students walking out of school. Pam Bullard reports on the legal ramifications of the violence at South Boston High School, including a hearing where black parents will request specific limitations in South Boston from Judge Arthur Garrity and the Boston School Committee's opinions on the second phase plan for desegregation. This report includes an interview with John Coakley of the Boston School Dept. Ed Baumeister reports on the silence of both Mayor Kevin White and Governor Frank Sargent on the South Boston violence. This report include footage of a September 12, 1974 address by Kevin White on violence related to school desegregation.