

ABSTRACT

CREATIVE PROJECT: Creating a Personal Reel: A Guideline to Entering The Broadcast

Journalism Industry

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This study has presented a comprehensive overview of the process of creating a reel in the broadcast journalism industry. The problem being solved throughout this research and project is a lack of resources and guidance available for young journalists attempting to create a news reel with the purpose of obtaining a job, getting a promotion or gaining more exposure and showcasing their skills. Using Ball State University's Online Library Database OneSearch, multiple sources were gathered to help define the variables that aid in the creation of a reel such as positive self-presentation, exceptional personal branding, a clean physical appearance, technical skills and a knowledge of video sharing platforms. After each of these variables were defined, multiple guidelines were laid out, backed by research, for young journalists to follow in order to achieve superior quality in the reel they are creating. Learning the guidelines that were created and demonstrated in this project will allow any individual to gain the knowledge on how to create a proper reel.