

# Pre-Production Planning Document (MINI DOC)

## GENERAL INFO

1. **Your Name:** Katie Coen
2. **PROJECT:** News Package

## CREATIVE BRIEF

1. What must it be?

A news package about recent antisemitic hate on Quinnipiac University's campus

2. Who is it for?

Students and faculty at QU, parents of students

3. How long must it be?

1 minute to 5 minutes

4. What is your objective with the piece?

To inform the audience about the swastikas found on two QU campuses and explain what that means to the Jewish community

5. When is it due?

Planning due December 10

Package due December 16

6. What is the overall idea?

There were two incidents of antisemitic vandalism on two QU campuses. This package will speak to the university's rabbi and a Jewish student about how this makes them feel. It will also provide a statement from the school.

7. What is the storyline summary?

Two swastikas were etched into mailbox lockers at QU in two weeks. The university says they are investigating and trying to find who did this. Meanwhile, the campus community is reacting, especially Jewish students and the campus rabbi. Other schools in Connecticut and across the country have been dealing with a rise in antisemitism since the war in Israel began.

8. Elevator pitch:

The Quinnipiac University community is reacting to two incidents of antisemitic graffiti on their campuses. Jewish students and faculty are shocked and hurt. As the war in the Middle East continues, there has been a rise in antisemitism and violence towards Jews. In this package, the audience will hear from the Jewish community at QU and how the school is responding.

9. Tagline:

N/A

10. Look and feel description (including “pacing”):

This will be a serious news package sharing the latest in the investigation and the opinions of students and the campus rabbi. It will be fast-paced and filled with information and soundbites.

## QUESTIONS / NOTES

### **SUBJECT:**

1. Why did you choose this story?
2. Story ideas:

Antisemitism at QU and other schools in CT

### **NARRATION/HOST:**

3. Who will lead us through the piece?
4. Narration ideas:

I will be the reporter/narrator

### **INTERVIEWS:**

1. Who will you interview?
2. Why is this person important to the piece?
3. What questions will you ask?
4. What follow-up questions might be important?

Rabbi Reena is the rabbi at QU. She will explain more about the situation going on in Israel and share why she thinks these acts of hate are happening. She may also be able to speak about how the students she works with reacted.

Questions:

- What was your initial reaction to finding out about this?
- How do you think the university has handled it?
- How have your students felt about this?
- This has happened at other schools too. Why do you think this is happening? Does this relate to the war in Israel?
- What do you hope comes next? Is there anything QU can do to stop these acts?

A Jewish student at QU could give their reaction and how it makes them feel as a student.

Questions:

- What was your initial reaction to finding out about this?

- How does it make you feel as a Jewish student that your peers are acting this way?
- Does this change the way you feel about the campus community?

Statement from QU (school will not agree to an interview)

**B-Roll:**

1. What b-roll visuals will be important to convey the story? Keep in mind you should show what the interviewees are talking about.
2. Any still images or charts or graphics?
3. Is the nat sound of the environment important? If so, be sure to record it properly.
4. B-roll ideas:

Mostly will include b-roll of the QU campus

- Students walking, talking, working
- The Herald House (Jewish center)
- Mailbox lockers where the vandalism was found

Graphics can be used to show the statement from the university, but nat sound would not be necessary

**MUSIC:**

1. What is overall “mood” and “feel” of the piece?
2. Music track ideas:

News packages generally do not have music

**PERMISSIONS:**

1. Am I allowed to film here? Do I need permission and/or a permit?
2. Will any people be in my shots? Do I need permission and/or release forms?

I am allowed to film on QU’s campus and do not need permission.

**GENERAL:**

1. What gear do I need to pack and bring with me for the shoot? Film gear, sunscreen, water, etc.
2. How will I transport everything and keep it safe?
3. Are there any potential hazards or complications at this location?

I will need to rent camera, tripod, lavalier mic, and lights from the QU equipment room. There should not be any complications.

# SCRIPT

**Name:** Katie Coen

**Title:** Antisemitism at Quinnipiac University

<b>VIDEO</b>	<b>AUDIO</b>
WS QU campus	*SOT A FEELING OF SORROW AT QUINNIPIAC UNIVERSITY AS HANUKKAH BEGINS THIS YEAR.
CU menorah WS mailboxes MS mailboxes CU mailboxes	THE START OF THE HOLIDAY COMES TWO WEEKS AFTER A SECOND SWASTIKA WAS FOUND ON CAMPUS. IT WAS ETCHED INTO ONE OF THESE MAILBOX LOCKERS -- LEFT FOR STUDENTS TO FIND.
WS mailboxes CU mailboxes	TWO WEEKS BEFORE THAT -- ANOTHER SWASTIKA WAS FOUND ON A SIMILAR MAILBOX -- BUT ON THE UNIVERSITY'S YORK HILL CAMPUS. BOTH WERE QUICKLY REMOVED.
MS cleaning equipment?	UNIVERSITY REPRESENTATIVES SAY THEY ARE INVESTIGATING BOTH THESE INCIDENTS WITH HAMDEN POLICE. IN A STATEMENT TO STUDENTS -- THEY SAID "Hate speech and symbols that evoke violence defy everything we stand for at Quinnipiac, and have no place here."
WS/MS QU campus Fullscreen graphic	*SOT QUINNIPIAC HAS A TIGHT KNIT JEWISH COMMUNITY -- LED BY RABBI REENA JUDD.
WS Herald House CU Herald House	*SOT FROM RABBI
TBD	Reasoning behind vandalism (Israeli war?) Lead into student SOT *SOT FROM STUDENT
Standup on QU quad	Standup: Quinnipiac is not the only school dealing with antisemitic hate. Central Connecticut State University -- just 20 miles north -- is

WS students on campus

WS QU campus

investigating a similar incident... a swastika found in a residence hall.

DESPITE THE ANTISEMITISM AND DISCOURAGEMENT THAT BRINGS -- THERE IS HOPE FOR THE FUTURE.

\*SOT

REPORTING IN HAMDEN, I'M KATIE COEN.