



## Video 7 of 14, Video Journalism Workshop Transcript

### First Segment (Controlling Ideas)

**Speaker (Prof. Bill Gentile):** What I want to do now is I wanted to go through your ideas and get a sense of what your controlling ideas are. So, let us talk about controlling ideas and I put your names down on here, pretty much, well, not pretty much exactly in alphabetical order. So, Kalpana?

So, my documentary shows how the Afghan market in Alexander, Virginia, has become the anchor of an uprooted Middle Eastern and Central Asian Muslim community.

**Kalpana:** Uh-hmm.

**Speaker (Prof. Bill Gentile):** Is that fair? Okay. So, you got to, when you go out there and interview these people today, you have got to, you have to explain these and you have to talk to them about these for, we saw it yesterday. I do not know if anybody talked about being Muslim?

**Kalpana:** They talked about off camera. They talked about the fact that they come here for the Halal meat and things like that so...

**Speaker (Prof. Bill Gentile):** Okay.

**Kalpana:** So, that was important. So, there were these indications that it was a, you know, Muslim or Bahai which is similar with this.

**Speaker (Prof. Bill Gentile):** Okay. Any suggestions on this? No? All right, let us move on. Chad: My documentary shows, one artist/teacher, how one artist/teacher uses a craft of print making, correct me. Fill in the blanks. Tell me if I am wrong here.



**Chad:** That is it. I do not know the answer to the question Bill. I mean, that is the point. I do not know. I can't finish the sentence.

**Speaker (Prof. Bill Gentile):** Okay. What do we have here? You've got another...

**Chad:** This is...

**Speaker (Prof. Bill Gentile):** Actually, you do not have to contact there. I mean but if you did...

**Chad:** If there is a chance I can get her, but.

**Speaker (Prof. Bill Gentile):** Okay. If you did get her to show up there and do an interview with her, this is what you asked her.

**Chad:** Yeah.

**Speaker (Prof. Bill Gentile):** Yeah. What do you use this craft for? Have her articulate what she, you know, why she does this, what does she gets out of it. This is the whole point of this controlling idea, so that you will have a starting point to work on when you get back up here.

**Chad:** Thank you. That's helpful.

**Speaker (Prof. Bill Gentile):** Good. Ivan...of El Salvador, purpusa become amongst the diverse American ethnic community in the Washington D.C. area three decades after an armed conflict supported by the US government contributed to the...that is not a good word to be, what?

**Karen:** Exodus.

**[Crosstalk]**

**Speaker (Prof. Bill Gentile):** The exodus—that is good.

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**Ann:** or departure

**Speaker (Prof. Bill Gentile):** to the exodus of one third of the El Salvador population from their homeland to the United States. Okay. All right. Great. Let us move on. Ann?

**Ann:** My documentary shows how Syrian immigrant transitions...

**Speaker (Prof. Bill Gentile):** A what?

**Ann:** A Syrian immigrant.

**Speaker (Prof. Bill Gentile):** A Syrian?

**Anne:** Yes. Transitions...

**Speaker (Prof. Bill Gentile):** Yup.

**Anne:** From language instructor to restaurant owner and shares his country's cuisine with Americans.

**Speaker (Prof. Bill Gentile):** Are we okay with that? Is that enough?

**Anne:** Well there are different aspects of it; his philosophy of food, his childhood memories of food, what his mother cooked for him.

**Speaker (Prof. Bill Gentile):** You know, these pieces that I have done and I am going to show you one of them today, these pieces that I have done for ABC's Nightline with Ted Koppel, which was one of the best news magazine programs in the American television and I am sure you are familiar with because of your work. You know, when we went to them to pitch stories for Nightline and they have a very, very simple test. You know, what is to whether the pitch was a survival, on whether they will throw a thousands of dollars at a story of, you know, in to support us to go, in my case, to Africa, to do a couple of pieces there and the test was just

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too words. It was, “So what?” They will ask us, after the pitch, “So what?” There has to be a “so what” component to it, I think. What is the ‘so what’ component to this?

Is there something broader than this? How does this, you know, the “so what” in the piece that I just showed you was, you know, United States was involved with this country for long time. It supported the country for war. This country has been profoundly, permanently impacted by US policy. You know, and we wanted to see what that impact was. That was the “so what?” Can you observe a “so what” for this? I mean, Ivan’s story.

**Chad:** But is it to make a living? Is it that he uses, this is the skills set this guy has, okay, he is struggling. He needs money and so, he uses what he has, his restaurant to assimilate, to struggle and make a living.

**Speaker (Prof. Bill Gentile):** Is it the type of the American success story? You know, why does it resonate with us or why it should not?

**Chad:** But my thing is; that’s all he has to try to make the American dream. You know, this the only skill or the best skill he has to try to trade in the market place, to trade money and survive but...

**Speaker (Prof. Bill Gentile):** Well, he teaches. He is a language teacher.

**Chad:** Okay.

**Speaker (Prof. Bill Gentile):** And he shifted to restaurant owner.

**Ann:** And...

**Chad:** Maybe that did not work out.

**Speaker (Prof. Bill Gentile):** So, he has two skills.

**Ann:** In Syria, he was a petroleum company executive.

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**Chad:** Oh wow!

**Speaker (Prof. Bill Gentile):** He's a foreign executive [laughter]

**Chad:** Yeah.

**Karen:** Wow.

**Speaker (Prof. Bill Gentile):** So, it is the drama of the immigrating experience, is not it? You have physicians here who come to this country, you know, from places in Latin America who cannot practice here because, you know, one: they cannot live in their country but they come here because they have freedom and they are taxi drivers.

**Ann:** Uh-hmm.

**Chad:** Right. I think that is all he can do to make a living.

**Ann:** I think to tell that more complicated story, you know, would require a lot more locations and time than we have. So, I think, this is, maybe, more like a "Good Morning America," you know, "Let's see what is cooking."

**Speaker (Prof. Bill Gentile):** Uh-hmm

**Ann:** You know...

**Speaker (Prof. Bill Gentile):** Okay.

**Ann:** Kind of a thing. I mean...

**Speaker (Prof. Bill Gentile):** Okay.

**Ann:** You know...



**Speaker (Prof. Bill Gentile):** Happy, feel good piece. Okay. There is nothing wrong with that.

**Ann:** You know

**Speaker (Prof. Bill Gentile):** Okay. We got to move now. Rhett.

**Rhett:** Yup.

**Speaker (Prof. Bill Gentile):** We are back—despite the challenges of the small business, 3 Stars Brewery, Mike and Dave, through the success of their business lived the dream of many home brewers who hope to open their own brewery. Something like that?

**Rhett:** Sure.

**Speaker (Prof. Bill Gentile):** Comment? Feedback?

**Chad:** You know, this is a story about two friends that gave up their day jobs to do what they love, you know, and make a unique brand of beer despite the enormous odds against them.

**Rhett:** That is great.

**Speaker (Prof. Bill Gentile):** How is this?

**[Crosstalk]**

**Speaker (Prof. Bill Gentile):** Two home brewers, friends who gave up their normal day life to follow their dream to launch 3 Stars Brewery despite the daily challenges that face them. Are you okay with that?

**Rhett:** Yeah.

**Speaker (Prof. Bill Gentile):** Now, you've got to, if this is you're controlling idea,



**Rhett:** Uh-hmm.

**Speaker (Prof. Bill Gentile):** You have to cultivate this thing. You got to get those people to talk about this stuff.

**Rhett:** What are the challenges?

**Speaker (Prof. Bill Gentile):** Yeah.

**Rhett:** Yeah.

**Speaker (Prof. Bill Gentile):** Enumerate the challenges, you know. Why are we fighting each other once in a while, our wives hate each other. You know what I mean, we live in different places. You know, big brewery is trying to buy us out. You know, stuff here breaks down all the time. You know, we cannot get good help whatever they are, but we have to see them doing this stuff. We are going to see them doing something, whether sitting in front of the computer, shuffling papers around, talking to employees, brewing stuff at the back, whatever it is. We have got to see them doing it and kick your interview with them and put it under those pictures. They cannot be them, standing, talking to the camera.

**Rhett:** Right.

**Speaker (Prof. Bill Gentile):** Because you know, go back to the visuals.

**Rhett:** Yeah, yeah, I agree to that.

**Speaker (Prof. Bill Gentile):** The pictures are what going to move this thing.

**Rhett:** Yeah.

**Speaker (Prof. Bill Gentile):** What I am saying is it is the picture. Karen.



**Karen:** Okay. My documentary...

**Speaker (Prof. Bill Gentile):** Hey, thanks for the help Chad. It was great.

**Chad:** Yeah.

**Speaker (Prof. Bill Gentile):** Pretty good. Show us. Go ahead.

**Karen:** So, my documentary shows...I like that it is a love story. I like that. It is a love story not shows but is a love story that shows how one veteran couple honors, respects and remembers their friends, families and neighbors who have fought for America.

**Speaker (Prof. Bill Gentile):** Is this what you want to say?

**Karen:** Yes.

**Chad:** That is good.

**Speaker (Prof. Bill Gentile):** Okay? Okay.

**Steinar:** My documentary shows that it is a growing number of

**Speaker (Prof. Bill Gentile):** Shows what?

**Steinar:** Men shows...

**Chad:** You know, my documentary explores one man's ability to say, "I'm still here after facing, you know, the death of his mother, his two month daughter and just leaving prison." Would that sound bias. So good, it doesn't mess the piece. I have titled the piece to that: "I'm still here."

**Speaker (Prof. Bill Gentile):** "I'm still here."





**Chad:** "I'm still here?"

**Speaker (Prof. Bill Gentile):** That is right. That is the title of the piece.

**Chad:** Yup.

**Speaker (Prof. Bill Gentile):** How was that? Are we okay with that? Let us go back now. Actually, Chad, you reminded me. Thank you for picking up on this. Kalpana, give me a title for your story please. Because this is all part of this paper progression, this conceptual progression.

**Chad:** Yeah.

**Speaker (Prof. Bill Gentile):** You've got a nice. you've got a story idea, you got a proposal, and the title is the concentration of the, it is like when you distill something. What is it? It is...no. It is when you boil something down to...

**Ann:** Synopsise. Condensed.

**Speaker (Prof. Bill Gentile):** Sorry?

**[Crosstalk]**

**Speaker (Prof. Bill Gentile):** It is the condensed version. It is the condensed version of your controlling idea, a title. You know, and again, when you think of your title, you are working from that title because that embodies your entire, entire controlling idea.

**Chad:** Yeah.

**Speaker (Prof. Bill Gentile):** So, you can either give information with the title or you can simply...somebody's interest with the title. Yeah? This is, the last thing that showed you was called "Echoes of War." A piece that I am going to show you later this morning is called, is called "The voice of hope"

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about a, you know, a studio in Africa. We got to move. Give me a title for this.

**Kalpana:** Oh God. Two, an image that come to mind, I do not know if that really makes sense. It is this, the “Halva” that they had.

**Speaker (Prof. Bill Gentile):** The what?

**Kalpana:** The “Halva,” the stuff that they were eating. It is called “Halva.” That is a, that is a very popular sweet dish that they...

**Speaker (Prof. Bill Gentile):** How about this? “Halva Heaven?” You want to call it that for right now?

**Kalpana:** Yeah.

**Speaker (Prof. Bill Gentile):** “Halva Heaven.”

**Kalpana:** “Halva Heaven.”

**Speaker (Prof. Bill Gentile):** Okay. Chad.

**Chad:** I do not know. “Finding peace through print making or through art,” you know. I think we got to say “Print making” or just “Peace. Peace.” Oh yeah, that is good. I like “Peace with print.” Better.

**Speaker (Prof. Bill Gentile):** You like that?

**Chad:** Yeah. Better.

**Speaker (Prof. Bill Gentile):** It got shortened.

**Chad:** It is better.



**Speaker (Prof. Bill Gentile):** You know, not a lot of information but it kind of pricks your interest.

**Chad:** Yeah.

**Speaker (Prof. Bill Gentile):** Evan.

**Ivan:** ...the heart of the American people through their palate.

**Speaker (Prof. Bill Gentile):** Come on, give me some shorter, sir.

**Ivan:** Okay.

[Laughter]

**Karen:** Through the stomach?

**Ivan:** Yeah, the through stomach. That would be better. "Salvadoran conquers the heart of the Americans people through their stomach."

**Kalpana:** American pupusas?

**Speaker (Prof. Bill Gentile):** Pupusas? Oh, that's nice, "American pupusas."

**Ivan:** Yeah, "American Pupusas."

**Speaker (Prof. Bill Gentile):** Yeah. That is great. That is great.

**Ivan:** "American Pupusas." Yeah

**Bruce Jones:** Most of them never heard that word until we came here. So, it is kind of intriguing.

**Speaker (Prof. Bill Gentile):** Ann.



**Ann:** “Feeding minds, Feeding bodies,” or “Feeding minds and bodies.”

**Speaker (Prof. Bill Gentile):** Are you good with that? Rhett.

**Rhett:** Oh! “Living a brewer’s dream.”

**Karen:** Why not “Happy Hour?”

**Rhett:** But just, you know, it’s both...it just both true and sarcastic at the same time. [Laughter]

**Speaker (Prof. Bill Gentile):** Karen.

**Karen:** “Forever Love,” right now. Take out [Inaudible 0:13:28.3] remember just “Forever Love”.

**Speaker (Prof. Bill Gentile):** Kind of love despite the odds, isn’t it?

**Karen:** Uh-hmm.

**Speaker (Prof. Bill Gentile):** You love despite all odds. Something like that.

**Karen:** In the back of it because it is a memorial going back. It is going back. It’s dead.

**Speaker (Prof. Bill Gentile):** Yeah. I think we got to give it more thoughts. Steinar, do you want to call this thing? “I’m still here?”

**Steinar:** Well, I was thinking of “Finding a way out.” Maybe it is boring but he has been in prison for the last 10 years, so, and he is trying to find a way out of that and he is trying to find a way out of all his problems.

**Speaker (Prof. Bill Gentile):** Okay. “Finding a way.”

**Steinar:** or “I’m still...”

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**Karen:** What his name?

**Steinar:** D'lane.

**Speaker (Prof. Bill Gentile):** Let us do this. Let us take 10 minutes. You know, coffee break, bathroom break, whatever and then we will come back. Okay? Ten minutes.

[End]