

**A24  
MEDIA**



Africa's Voice



# JOURNALIST

Guidelines

---

## Advice to Content Suppliers:

At A24 Media we specialize in making short productions for television.  
These are our requirements:



### Footage

- The footage we receive is the most important part of our work.
- We require high quality images that we would be successful in selling to various media houses around the world.
- The footage you provide should be clear.
- Your camerawork must not be shaky and the lighting should be good.
- There must be a variety of shots with a good sequence, e.g. not all wide shots.
- There must not be any subtitles or logos on the footage you provide us with.
- We require natural sound for all the footage.
- If there are interviews: they must be relevant to the story; they must be clear; they should be translated in writing; the name of the interviewee must be provided to us.
- There must be enough footage to provide a base for a story, not just interviews (unless the interview is a compelling story).



### Scripts

- We require a script with all the footage provided to us.
- The scripts must be detailed with additional information and not only explain the footage but why it is important to do a story on this specific topic, i.e. what it's about.
- The scripts must contain interviewee's names and what they are saying.



### Additional Information

- We require stories which vary between 2 to 10 minutes.
- The stories must make interesting viewing for people around the world, not just in Africa. An international point of view must be taken into consideration.
- The stories should try and be timeless – we should be able to use them on any date in any year.
- We would like to receive stories about everything; business, wildlife, sports, environment, politics and more.
- The format we operate with is DV. We accept DVcam, miniDV and HDV tapes.



## **TECHNICAL SPECIFICATIONS**

International Version

Video Spec:

Standard Definition

You should have a title frame for 2 seconds with details of the video separated by 1 second black before the pictures start with details below.

State if its 16 x 9, Letterbox 4 x 3 or 4 x 3

720 X 576 - DV PAL

Channel 1 - (Pan left) Natural sound and Interviews

Channel 2 - (Pan Right) Effects and Narration

No Logos

No Lower thirds (name tags and subtitles)

No fade in/out from/to black at beginning and end of program

No opening montage/ID of spots for different programming

This should be accompanied by transcribed and translated shots according to timing of the piece

If you have long documentaries that need to be sent over the net/ftp you can use

MPEG 2 (and should not be pixelated)

720 X 576

High Definition

1920 X 1080

1440 X 1080

Channel 1 - (Pan left) Natural sound and Interviews

Channel 2 - (Pan Right) Effects and Narration

No Logos

No Lower thirds (name tags and subtitles)

No fade in/out from black at beginning and end of program

No opening montage/ID of spots for different programming

This should be accompanied by transcribed and translated shots according to timing of the piece

**For more information contact**

[info@a24media.com](mailto:info@a24media.com) / [farah@a24media.com](mailto:farah@a24media.com)