

1. Who is the audience for this video?

The audience for this video is members of the JCU community and JCU alumni.

2. What is the purpose of the video?

The purpose of the video is to show that Kyle Kelly is a key figure in the coverage of JCU sports in various ways.

3. Where do you think would be a good place to publish this video? Why?

I think a good place to publish this video is the JCU website because it would be of interest to many in the JCU community and JCU alumni. It also shows students thinking about going to JCU the types of first-hand working experience a JCU student can have in the field of communications.

4. How do you use the visuals to help tell the story? Select two specific examples of your script and describe how the visuals and copy work together to tell the story.

One example of how the visuals and copy work together to tell the story is in element number 8. In this element, Kelly talks about how he was interested in many of the football alumni that have come from JCU, and when he does this, the video shows an exterior shot of the school's football field. This relates very well to what he is talking about. Another example of how the visuals and copy work together to tell the story is in element number 19. In this element, Kelly talks about being open to a job with an NFL team, and when he does this, the video shows an exterior shot of the stadium of an NFL team, the Cleveland Browns. This also relates very well to what he is talking about.

Title: A DRIVING FORCE OF JCU SPORTS, KYLE KELLY BRINGS COVERAGE TO COMMUNITY

Running time: 03:05

VIDEO	Audio
1. INTERIOR SHOTS JCU BASKETBALL GAME	1. There are sports games at John Carroll University nearly every day. Larger schools usually have professionals cover these kinds of events, but at JCU, it's all student-run.
2. FULL SHOT KELLY CALLING BASKETBALL GAME	2. Kyle Kelly, a junior at JCU, is a man of many hats when it comes to covering JCU sports. From being the Sports Director of the school's radio station, WJCU,
3. EXTERIOR SHOT CARROLL NEWS OFFICE	3. to being the Sports Editor of the school's newspaper, <i>The Carroll News</i> ,
4. INTERIOR SHOT SPORTS INFORMATION OFFICE	4. to working for JCU's Sports Information Department, Kelly works very hard to provide the JCU community coverage of the school's sports.
5. CLOSE-UP KELLY	5. KELLY: I love what I do. I feel like I've flourished a little bit, but I still got a lot of room to go.

<p>6. CLOSE-UP GERMAN</p>	<p>6. GERMAN: He cares about this business, he cares about this field, he cares about each of the roles he holds.</p>
<p>7. STAND UP, EXTERIOR SHOT JCU ENTRANCE</p>	<p>7: When Kelly came to John Carroll, though, he didn't quite see himself being involved in sports communications.</p>
<p>8. EXTERIOR SHOT FOOTBALL FIELD, CLOSE-UP KELLY</p>	<p>8. KELLY: I saw all the NFL alumni, general managers, coaches, and that's what really interested me. I thought I was going to build a career in sports administration, sports management, more personnel side, but I started to fall in love with what I do in Sports Information and the media.</p>
<p>9. FULL SHOT WENZLER WORKING IN OFFICE</p>	<p>9. JCU's Sports Information Director, Chris Wenzler, a JCU alum, is grateful to have Kelly working for his department and giving it new ideas.</p>
<p>10. CLOSE-UP WENZLER</p>	<p>10. WENZLER: He's kind of like a stream of consciousness in here. He'll always be thinking, always be working, progressing towards something bigger and better.</p>

<p>11. EXTREME CLOSE-UP KELLY CALLING A GAME, EXTREME CLOSE-UP PHONE SCROLLING THROUGH TWITTER</p>	<p>11. Kelly’s sports communications career got off to an interesting start. As a sports fan in high school, he began to cover the Cleveland Browns on Twitter, which interested him in the field.</p>
<p>12. CLOSE-UP KELLY</p>	<p>12. KELLY: I never knew media and communication was something that really attracted me until my sophomore year of high school.</p>
<p>13. EXTREME CLOSE-UP KELLY SCROLLING THROUGH BROWNS PAGE ON TWITTER</p>	<p>13. KELLY: I started a Browns fan Twitter page, and that kind of blew up, and I started my own coverage, media-wise. And I think that, from there, I really kind of fell in love with media. I fell in love with covering a team.</p>
<p>14. EXTERIOR SHOT FIRSTENERGY STADIUM, EXTREME CLOSE-UP COMPUTER ON CLEVELAND.COM</p>	<p>14. Kelly’s coverage of the Browns led him to now covering the team for <i>The Browns Wire</i> and <i>WaitingForNextYear.com</i>. He also covers Ohio high school sports for <i>cleveland.com</i>’s NEOVarsity High School Sports.</p>

<p>15. FULL SHOT KELLY WORKING IN CARROLL NEWS OFFICE, INTERIOR SHOTS WJCU STATION</p>	<p>15. At JCU, he has covered sports through more than just reporting. Kelly has called games for WJCU and done many other activities for the Sports Information Department.</p>
<p>16. CLOSE-UP GERMAN</p>	<p>16. GERMAN: He does a great job on the broadcasts. He drops things that he has going on to be able to come in and do broadcasts and works really hard.</p>
<p>17. CLOSE-UP WENZLER, FULL SHOT KELLY WORKING IN OFFICE</p>	<p>17. WENZLER: Whether it's doing game notes, interviews, program information, he tries to reach out to other sports with a podcast, all the different things that he does, it's almost like his mind is constantly, you know, churning when he's in here.</p>
<p>18. STAND-UP, EXTERIOR SHOT JCU ENTRANCE</p>	<p>18. All in all, once he's out of college, Kelly hopes to find a job in the sports communications field. As to what type of job he wants to get in the field, though, the door is wide open for him.</p>
<p>19. CLOSE-UP KELLY, EXTERIOR SHOT FIRSTENERGY STADIUM</p>	<p>19. KELLY: I'm really open to any avenues, whether that's TV, online writing, sports information, or a professional communication-type role for an NFL team.</p>