Creating Your Online Portfolio Reel
Purpose

Impress the viewer
ability
creativity
technique
sensitivity
fit to the job
Only good work
  Would they use it?
  Technical problems?
  Are you proud of it?
    Honestly?
    Not just because you did it
    Nothing you have to explain or apologize for
Relevant to the job
  not a montage for film directing
Not music videos (unless that is the job)
Best first
Your role is clear

Not use other people’s work
Explain what you did
  Director, audio, writer, editor.........
Not use generic intros
  Explain
  Station
  Company you interned with
Length

Brevity is good
Many managers look only at the beginning
First pieces make the difference
Use a grabber at the top
Online Issues

Quality issues (compression, audio etc)
Design
Content quality
Contact Info

Name
Address
Phone
E-mail
Web
contents
Don’t
from Chief Photographer at Charlotte Station

Start with a newscast open. (None of these help me see what your work is like.)
Start with an on-camera bio of you
(unless job is on camera)
Have a celebrity or sports figure tell me to hire you
Start with a music/video montage
  “We're not MTV. We don't do this stuff. I want to see if you can shoot and edit a news story”.
Include mediocre work
Do

Use an effective design template
Show a range of abilities
Get a critique
Watch it before you send it
Clearly spell out your involvement with each piece.