

Multimedia Commercial Production
COMM 437-20E
Loyola University Chicago

SPRING SEMESTER 2024

INSTRUCTOR
JOHN C.P. GOHEEN

CLASS LOCATION: Water Tower - School of Communication - Room 003

OFFICE LOCATION: Lewis Towers Room 910A

OFFICE HOURS: By Appointment

OFFICE PHONE: Email Professor

E-MAIL ADDRESS: jgoheen@luc.edu
Email messages from students will be answered within 48 hours. An email on Friday may not receive a response until Monday.

INSTRUCTOR WEB PAGE: Sakai

CLASS HOURS: Tuesday - 7:00 p.m. - 9:30 p.m.

PREREQUISITE: Intro to Video (COMM 135/145) or Principles of Advertising (COMM 211) Digital-Media & Storytelling Masters Program or Instructor Approval

A. COURSE DESCRIPTION

Designed as an advanced video and advertising course, COMM 437 provides students with an overview of diverse multimedia commercials and the practical aspects of crafting branded content, such as videos, social media content and broadcast spots. Working along classmates in a team environment, students actively participate in every stage of the process, encompassing research, strategy and creative brief development, scriptwriting, storyboarding, production, post-production, and the presentation and selling of ideas and materials at each juncture.

This distinctive course delves into the creation of diverse multimedia commercial messages, encompassing strategic direction, conceptualization, development, production, and post-production. In addition to executing practical work, the course will engage in critical analyses of a range of multimedia creations.

To successfully accomplish various assignments, students will need to multitask as they will encounter working on more than one assignment at a time. They will engage in the development and execution of broadcast quality productions, social media content and gain insights into technology and the ramifications of media production that includes strategy and creative development. This will involve extensive research and interaction with both the community and classmates.

B. METHOD OF INSTRUCTION

The primary design of this course will be lecture, group discussion and individual and group participation. Homework assignments will require students to execute the basic fundamentals being taught in the classroom.

Building a good foundation is critical to success and a clear understanding of basic standards is essential before advancing to the next level. Students will work in groups. Working as a team, students are expected to share what they know with one another in order to reach a common goal of successfully completing each assignment. Group assignments will be graded using a peer review method.

Everyone's work will be evaluated and critiqued during class. Students will be asked to participate in the process of critiquing each other's work. Constructive criticism should never be taken personally, understanding that filmmaking is often a collaborative process.

Hands-on training is where each student develops the physical and mental skills necessary to perform each task successfully. This may require some students to put in more time and effort to be successful. Students should reach out to those in the class who may have more knowledge, skill and a willingness to help those with less natural skill or experience.

C. COURSE OBJECTIVES

This course broadens the education and expertise of students majoring in Communication Studies, Advertising and Public Relations, Video-Film Production Video Storytelling and Journalism by providing valuable, real-world-style opportunities not readily available otherwise. For many students their first production job may be working on low-budget television commercials or branded content for online distribution. This course will provide vital tools in the development and production of multimedia commercials. For advertising and public relations majors, this course is an opportunity to learn the details of what goes into producing a broadcast message. For film or communication majors, this course will further introduce them to the specialized world of commercial production. This course will also provide students with a more complete portfolio, allowing them to stand out from the competition when they are seeking their first jobs in the advertising or production fields.

ENGAGED LEARNING COMPONENT

To advance the mission of Loyola University Chicago to “expand knowledge in the service of humanity through learning, justice, and faith,” the Engaged Learning requirement of the Core Curriculum is designed to support the mission by embedding opportunities in courses through the many different forms of experiential learning, helping students enhance their knowledge, skills and values. All undergraduate Loyola University Chicago students will be required to complete one three (3) credit course designated as Engaged Learning as part of the Core Curriculum.

How is Engaged Learning Defined?

The criteria to define Engaged Learning courses are those that provide all of the following:

- A core learning experience integrated into a course that engages students in learning outside the classroom, such as in a community agency, professional organization or in a research setting
- Critical reflection on that experience through various assignments in class
- Synthesis of the experience through a final project or portfolio.

What is expected in this course?

Service-learning – In this course students will complete 25+ hours of service work in the community or a community-based project connected to the content of the course. Course assignments and final projects synthesize classroom- and community-based learning. This engaged learning course offers students the opportunity to engage directly with and reflect on service and justice issues in the community.

Students will produce video content that will serve a Chicago or other non-profit organization they have partnered with. Each student will also be required to submit a service-learning agreement, project delivery confirmation, write a reflection paper on

the experience that will be posted and registered online with LOCUS, as well as keep a record of their progress as indicated on the below link:

<http://www.luc.edu/experiential/eportfolio/engagedlearningassessment/>

D. TEXTBOOK AND SUPPLIES REQUIRED

No textbook required for this course.

Required Equipment

- Headphones or earbuds for computer audio monitoring
- "AA" batteries
- Lens Cleaning Tissue
- 1 Roll of Clear Medical Tape
- 2 - Portable Hard Drives (1 recommended as a back-up drive)
- One Class 6 or Class 10 SDHC card
- External Wireless Microphone for Smartphone

Optional Equipment (recommended students purchase these items if possible)

Tripod for Smart Phone
Smartphone Mount
(see guideline handout for suggested items to purchase)

You will need an external hard drive in order to edit your projects. It is recommended you get an SSD drive. These drives typically cost more but will last longer and work best with today's faster computers and software requirements. They tend to operate faster and are less likely to fail.

SSDs Have a Long Lifespan

Since SSDs don't have moving parts, they're very reliable. In fact, most SSDs can last over five years, while the most durable units exceed ten years. For most components, the measure is typically in thousands or even tens of thousands of hours between failures. For example, an HDD (your typical hard drive) may have a mean time between failures of 300,000 hours, while an SSD might have 1.5 million hours. You can use an HDD, but it will be slower than an SSD drive.

There are many different brands that will serve you well. Some brands to consider would be SanDisk, Samsung, and Western Digital.

Many online and local retailers provide these kinds of drives. Local stores such as Best Buy, Apple, OfficeMax, Office Depot, etc., are good places to consider a purchase as well.

If the drive is brand new, we will format in class.

Will your Computer work with Adobe Premiere Pro?

As part of this class, you will be given an Adobe license that will allow you to have full access to programs such as Premiere Pro, the edit software you will be learning to use for this course. The computer you have may not be powerful enough to handle the most recent version of Adobe and Premiere Pro. Below you will find the minimum specs required to have for any personal computer you may want to download this software to. If you do not meet these requirements, you may find your computer runs very slow or other problems may occur that will keep you from efficiently editing your assignments. You will be able to access the school's computers with no problems whenever you edit an assignment.

***The minimum specifications for Windows devices are:**

- An Intel 6thGen or newer CPU - or an AMD Ryzen 1000 series or newer CPU.
- Microsoft Windows 10 (64-bit) version 1909 or later.
- 16 GB of Ram.
- 2 GB of GPU memory.
- 8 GB of hard disk space for installation.
- 1920 x 1080 display.
- An ASIO-compatible sound card.
- Internet connection

***For MacOS, the minimum system requirements users need is:**

- An Intel 6thGen or newer CPU.
- MacOS v10.
- 16 GB of Ram.
- 8 GB of unified memory on Apple Silicon GPUs or 2 GB of unified memory on Intel GPUs.

8 GB of hard disk space for installation (though you'll need much more than that to actually edit videos on your system)

E. MAJOR COURSE PROJECTS

Core assignments planned for the class are outlined below. Details for each will be given closer to the assignment and assignments may change depending on the needs, pace and opportunities that may arise during the semester.

Re-creation Spot - Produce a real commercial spot - Stan's Donuts -
Produce a :30, :60, :90 second spot.

Produce a real commercial spot - Stan's Donuts - Produce a :30, or :60 second spot or short brand marketing video for a Chicago company.

Shared Video - There will also be a *Shared* video component. The most viewed spot with at least 1,000 views will earn students an additional 10 extra credit points. Any project with over 5,000 views will receive 5 extra credit points.

Grad Students Smartphone Spot – Produce a :45 to :90 second spot on capturing horizontal video when using a smartphone.

Non-Profit Video - Maxwell Street Foundation

Produce a video that can be used to promote a cause or service.

Contest Video - Life Jacket Safety Spot

For each assignment, each group is required to present an oral presentation in class of the commercial they propose to create as if addressing a client. A Creative Brief and a Script/Storyboard is required for each assignment.

For each in class presentation, active class participation is mandatory, involving feedback, suggestions, and assessment of presentations by all students.

Graduate Students – Students will be assigned one additional video and one non-video research assignment. They will provide a paper on one of the following:

Students will research, write a report and lead a class discussion (using power point if desired) on the topics of using artificial intelligence (AI) in advertising. They will address using AI voice over (VO), video manipulation, graphic design and creation or content writing, research or fact finding.

Spelling & Grammar

All assignments must be typed (unless otherwise directed) and free of spelling and grammatical errors. Allow time for proofreading, editing and revision. Also remember that your computer's spell check program doesn't catch everything. As a student in a communication college, you have a responsibility to pay close attention to spelling and grammar. If your work contains blatant spelling or grammar errors, expect a deduction off your grade.

F. GRADING COMPONENTS

The following are the major areas by which each assignment will be reviewed and graded:

- Creative brief/copy platform – Is the plan well thought out?
- Concepts – Are they creative, deliver the intended message and relevant to the target audience and fulfills client expectations?
- Script and storyboard – Are these prepared in the proper format and good in details?
- Camera work.
- Editing work.
- Presentation of Rough/fine cut and finished piece – Content and presentations will be evaluated.

The grading policy is subject to some change during the semester, but it will be based upon these guidelines:

30% Class assignments, rough/fine-cut presentations, storyboards/scripts, proof of delivery, distribution plan and class participation.

Grad students have one additional research paper/presentation.

50% Video Assignments - Undergrads – 4 Spots, Grads - 5 Spots

20% Non-profit Assignment

GRADING SCALE

NUMERICAL VALUE

A 4.0
A- 3.67

A
96-100 = A
90-95 = A-

B+ 3.33
B 3.0
B- 2.67

B
86-89 = B+
83-85 = B
80-82 = B-

C+ 2.33
C 2.0
C - 1.67

C
76-79 = C+
73-75 = C
70-72 = C-

Non - Passing

D+ 1.33
D 1.0
D- .67

D
67-69 = D+
64-66 = D
61-63 = D-

F
0-60 = F

- **A, A-** Indicates well-executed assignments and full understanding of the subject. The letter A is reserved for extraordinary distinction.
- **B+, B, B-** Indicates a good comprehension of course requirements to include a good understanding of the skills needed to adequately function in this area of study.
- **C+, C, C-** Indicates a basic comprehension of the course material and has met the requirements for completing assigned work and participating in class activities.
- **D+, D, D-** Work is unsatisfactory.

G. CAUSE FOR DEFICIENCIES

Attendance

Regular and on time attendance is essential for the educational process to work. Loyola University expects all students to attend every scheduled class on time. Exceptions may be made for University sponsored or work-related activities, illness or valid emergency situations.

You should make every effort to inform Professor Goheen as soon as possible of any absence or inability to turn an assignment in on time. If you know of a conflict, please don't wait to inform him at the last minute. Remember, we are in the School of Communication...so please make an effort to communicate. Due to the short time frame for this course, it is imperative to keep up with all assignments.

Late work or failure to complete assignment(s)

Any work turned in after the designated due date will receive a 10-point grade reduction for each week it is late, even if by one day. No work will be accepted after two weeks have passed from the due date and that assignment will receive a 0 or incomplete grade. The Final assignment must be turned in on time and if not turned in on time, there will only be a one-week grace period for acceptance with a 15-point penalty for late turn-in. If not received, this assignment will receive a grade of 0 for incomplete.

H. LEARNING OBJECTIVES

- Gain experience developing multimedia commercials/branded content.
- Learn to create industry standard formats and documentation for creative concepts such as storyboards, scripts, etc.
- Learn to develop ideas that match client priorities as detailed in creative briefs and to maintain these priorities beyond concepts through to production and post-production phases.
- Learn to pre-produce a television commercial or social media content.
- Understand and use common video, multimedia production, advertising and branding terms.
- Learn to audition talent for television commercials or other broadcast messages.
- Improve teamwork and collaborative skills.
- Learn to shoot commercials in the studio and field.
- Improve efficiency in managing time, money and other resources.
- Learn to complete pre-production, production, including editing video and audio, and post-production tasks required to turn concepts into finished ads and communications that deliver intended messages.
- Learn to evaluate video messages based on production attributes, such as sound, visuals, and editing, as well as strategic intent, i.e., does the spot deliver the desired message and is it relevant to the target audience.
- Learn to pitch multimedia messages to secure buy-in at every stage of the process.

Group participation

Most assignments will involve working in teams. This will require each individual to be responsible to their teammate(s) for meeting deadlines, be it to film an assignment or to edit an assignment. It's expected that these assignments are to be completed as a team. Inevitably, there are always individuals who show up late or not at all, and yet they expect the others in the group to "carry" the load for them. When this occurs and is brought to the instructor's attention, there will be a one-grade reduction for that assignment to the individual responsible for letting their team down. If this occurs on more than one occasion, a failing grade will be awarded to the student for that assignment.

Class Participation

Participation is always valued and is expected of all students. Each student should make an effort to contribute to all classroom discussions. Class participation will be considered as a grading criterion for your Final course grade.

I. LOYOLA'S POLICY ON ACADEMIC DISHONESTY

Loyola Students are called upon to know, to respect, and to practice a high standard of personal honesty.

Plagiarism is a serious form of violation of this standard. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the deliberate taking and use of specific words and ideas of others without proper acknowledgement of the sources.

The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:

Submitting as one's own:

- Material copied from a published source: print, internet, CD, audio, still photos, video, etc.
- Another person's unpublished work or examination material.
- Allowing another or paying another to write or research a paper, shoot or edit a video for one's own benefit.
- Purchasing, acquiring, and using for course credit a pre-written paper or video story.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty.

Plagiarism on the part of a student in academic work or dishonest examination behavior will result minimally in the instructor assigning the grade of “F” for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved. The chairperson may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending upon the seriousness of the misconduct.

J. DIVERSITY, EQUITY AND INCLUSION (DEI)

Diversity is the representation of different and unique identities, characteristics, experiences and perspectives.

Equity gives everyone what they need to succeed by increasing access, resources, and opportunities for all; especially for those who are underrepresented and have been historically disadvantaged.

Inclusion is a welcoming culture in which differences are celebrated and everyone is valued, respected, and able to reach their full potential

At Loyola we strive to create and maintain a working and learning environment that is inclusive, equitable and welcoming to all. The power of diversity enriches each of us by exposing us to a range of ways to understand and engage with the world, identify challenges that enable us to discover, design, deliver solutions and create content that reflects these ideals.

The School of Communication is committed to working to build and sustain an equitable and inclusive environment where cultural diversity is celebrated and valued. We believe diversity benefits and enrich the development of all of our students and community. It is important for everyone to recognize they have a responsibility to develop and create content that does not reinforce, support or perpetuate stereotypes, untruths or other callus representations of any person, group or subject matter.

K. ILLEGAL ACTIVITY

Documenting with either audio or video, being present at an illegal activity or knowingly violation of any local, state, or federal laws related to the execution of any assignment will automatically exclude it from being accepted for a grade. In addition, the same exclusion applies if you learn after the fact that your actions were of an illegal nature.

Incorporating the use of nudity and or other socially unacceptable images or audio into your work will automatically exclude it from being accepted for a grade.

L. SPECIAL NEEDS

Students are urged to contact us should they have questions concerning course materials and procedures. If you have a special circumstance that may have some

impact on your course work and for which you may require accommodations, please contact us early in the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD). Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website: <http://www.luc.edu/sswd/index.shtml>

M. LIABILITY ISSUES

Students will be instructed prior to their first assignment on the general nature of privacy and trespassing laws. From time-to-time students may find themselves in a position where someone may not approve of them capturing their image. In cases such as this, it is best to honor the wishes of this person. Even though you may very well be within your rights to gather this information to include both audio and video, it would be best if students “walk away” from the situation before it escalates.

In the event something does occur, please do the following:

- Contact faculty advisor
- Contact the department head

N. EQUIPMENT USE

Loyola University prides itself on providing state-of-the-art equipment for its students to learn the craft of visual story telling.

The School of Communication provides cameras, tripods, microphones, lighting and editing equipment that can be checked out from the Equipment Room in SOC 004.

This equipment passes through the hands of many students and in order to assure that the equipment remains in good working order, treat it like your own. **You** are financially responsible for all of the equipment you use and should treat it with great care. This kind of equipment is not indestructible, and it is susceptible to various environmental situations such as a dirt, dust, rain, snow, water, and heat. Caution should be taken when transporting all equipment as this equipment is fragile and can easily be damaged. Be aware of your environment and where you are at all times. This type of equipment is popular with thieves and can easily be pilfered if you are not paying attention. Do not rely on others to be the one responsible for “watching” the equipment.

In the event something should happen, everyone in the group will be considered a responsible party.

Do not leave equipment in a parked vehicle where it can easily be stolen from the backseat. If you do have to leave equipment in your car, do so by placing in the trunk. But again, as a reminder, do not let the equipment roll around uncontrollably.

You may use your own equipment, but first clear this with me before any assignment.

SCHOOL OF COMMUNICATION - PRODUCTION FACILITIES WATER TOWER CAMPUS SOC 51 E. PEARSON Audio and Visual Production
Coordinator: Paul Quinn pquinn3@luc.edu OWL Lab (SOC 004 - 312.915.8830)

FACILITY AND EQUIPMENT RULES

- Schedule all equipment use through Paul Quinn. When individuals request use of the equipment outside of class time, the request should be made 5 working days in advance of the desired time. Paul will schedule requests for equipment and facilities in person, by phone, or by e-mail. Do not assume equipment is reserved unless you have confirmation from Paul. Equipment and use of facilities are available on a first come, first serve basis anytime they are not being used for class purposes.
- Should you anticipate a problem in arriving at the scheduled pickup/drop-off time, you should communicate with Paul. Anyone more than 15 minutes late for equipment pick-up may forfeit the use of the equipment at that time. Students who are repeatedly delinquent may lose their equipment privileges. Being late to return equipment may be met with penalties and or checkout privileges.
- Audio and video equipment are checked out on a 24-hour basis during the week and Friday to Monday on weekends. Equipment must be signed out in room SOC 004 with authorized personnel. Students will be responsible for returning equipment and materials within 24 hours and in their original condition. Students must report immediately any damage or theft of equipment. Failure to do so may result in a suspension or loss of equipment privileges.
- Students may bring additional crew members, if needed, to the lab for production.
- There is no smoking in any lab space. No eating or drinking at any work/edit station.
- Students are responsible for careful handling of all equipment, and for abiding by all rules and regulations governing the use of the facility.

O. CLASS SCHEDULE – Tuesday 7:00 p.m. – 9:30 p.m.

Week 1
January 16

Introductions, course overview schedule, expectations, grading.
Review partner process, fast-track pace, multi-tasking, and spirit of cooperation requirement. Discuss/assign groups

What goes into producing a multimedia commercial? Review production process, creative brief, script, storyboard formats, client approvals. Review PSA goals

Introduce Re-creation Assignment – Stan’s Donuts

Create a Company name for each group

Assign – Editing Assignment

WEEK 2

January 23

DUE/PRESENT - Team company names

Provide Example of Stan’s Donuts **Creative Brief**

Meet with - Stan’s Donuts Representatives

Meet with Jake Brusha - Director

Assign - Re-creation Stan’s Donuts **Storyboard/Script**

DUE/SCREEN – Edit Assignment

Week 3

January 30

DUE - Re-creation Stan’s Donuts Storyboard/Script

Assign - Grad Student Writing Assignment: use of Artificial (AI) technology

Assign - Real Commercial Project / Shared Video Assignment

Assign Creative Brief - Real Commercial Project

Assign - Grad Students Smartphone Assignment

Introduce Black Magic and Equipment Demonstration

Week 4

February 6

DUE/PRESENT – Re-creation Storyboard/Script

DUE - Real Commercial Creative Brief

DUE - (Grads) Smartphone Creative Brief

In class instruction and editing: Green Screen technology

Week 5
February 13

DUE/PRESENT - Real Commercial Storyboard/Script

DUE - (Grads) Papers on:

- **Is using AI in commercial production/advertising ethical?**
- **Using AI for Voice Over (VO)?**
- **Using AI for Video Manipulation/Graphic Design?**
- **Using AI for script creation?**
- **Prepare for next week's Stan's Donuts on site shoot**

Week 6
February 20

Production Day – Stan's Donuts

Week 7
February 27

DUE/PRESENT - Re-creation Rough/Fine-cut

Meet with Clients for - Non-profit Assignment - Maxwell Street Foundation

DUE - Signed Non-profit client agreement

DUE - (Grad) Smartphone Video Storyboard/Script

Week 8
March 5

SPRING BREAK

Week 9

March 12

DUE/PRESENT – Re-creation Stan’s Donuts Final Cut

DUE - Non-Profit Video - Maxwell Street Foundation - Creative Brief

DUE - (Grad) Smartphone Video Storyboard/Script

Assign Contest Video - Life Jacket Safety Assignment

Week 10

March 19

**DUE/PRESENT - Non-Profit Video - Maxwell Street Foundation -
Storyboard/Script**

DUE/PRESENT - Real Commercial Stan’s Donuts Rough/Fine-cut

DUE: Distribution plan of action - Real Commercial spot

Week 11

March 26

DUE/PRESENT - Real Commercial Stan’s Donuts Final

DUE - (Grad) Smartphone Video Rough/Fine-cut

DUE: Contest Video - Life Jacket Safety Creative Brief

Week 12

April 2

**DUE/PRESENT – Non-Profit Video Rough/Fine-cut Maxwell Street
Foundation**

DUE/PRESENT - Contest Video – Life Jacket Safety / Storyboard / Script

Assign Reflection Paper - Non-profit Assignment

Week 13

April 9

DUE/PRESENT – Non-Profit Video Final - Maxwell Street Foundation

DUE - (Grad) Smartphone Video Final

Week 14
April 16

DUE/PRESENT - Contest Video - Life Jacket Safety - Rough/Fine-cut

DUE - Non-profit Reflection paper

Week 15
April 23

LAST TIME CLASS MEETS

**DUE/PRESENT - Final Contest Video – Life Jacket Safety
Proof of Entry**

Evidence for number of views, Stan’s Donuts Real Commercial video
Written confirmation – delivered on hard copy document.

Week 16
April 29 - May 4

FINALS WEEK – CLASS DOES NOT MEET

Fieldwork - considerations COVID-19 policy:

Due to COVID-19, you need to be cautious when it comes to field work (i.e., interviewing people, capturing video and/or audio, taking photos, etc.). As the COVID-19 pandemic becomes endemic, a persistent part of daily life that society has learned to live with, we will continue to be attentive to the public health environment with a heightened sense of awareness.

Under normal circumstances, there would be an expectation that you would be able to easily interact with anyone in the community, allowing you to interview others or document a scene without giving much thought to maintaining distance from others. Unfortunately, these are not normal times, and this should always factor into every assignment.

We will regularly focus on how to conduct production in the field during this course. For example, wearing a mask during fieldwork/interviews, even outdoors, may be encouraged or prudent, depending on each situation. You may want to

consider using boom microphones or other techniques that will allow you to maintain distance while capturing video. These are all issues open for discussion. At the minimum, you must conduct all fieldwork in a thoughtful and reasonable fashion with the intent of meeting deadlines while respecting the people you are working with.

Should a student have an issue with how to complete an assignment, they should reach out to Professor Goheen to discuss a course of action that will allow them to fulfill the assignment.

P. SUGGESTIONS FOR SUCCESS

- Do the work
- Pay attention
- Communicate
- Be resourceful
- Take good notes
- Show up on time
- Make no excuses
- Come to class prepared
- Stay for the entire class
- Treat the class like a job
- Be fully engaged in class
- Don't be afraid to ask for help
- Take the initiative to learn and succeed
- Don't wait until the last minute to do the assignment

Q. INSTRUCTOR BIO

John C.P. Goheen is an award-winning broadcast television journalist, storyteller and documentary filmmaker with over 35 years of experience. He has traveled the world documenting major news events and sharing stories with all the major American television networks and international clients. He continues to shoot and produce for various domestic and international clients.

He has received over 300 local, national and international awards with work he has produced for a variety of U.S. television networks, local TV stations and international broadcasters. He has received virtually every major broadcast award there is, to include over a dozen Emmys, as well as being honored three times with the most prestigious award a television photojournalist can receive, the National Press Photographer's Association Television News Photographer of the Year.

He is very knowledgeable in the area of video/film production and storytelling.