Fit Forum Notes

Opening –Music

- The Music is a bit to loud in my own opinion, this may just be me

Opening- Light and Scene

- The lighting in the background is a glare, if possible take the lamp out of the middle of the frame
- If shooting in raw footage are we correcting the colors between the hosts contrasting the background details
-

Opening- Host (Kayla Nicole)

- The scene begins with the host not looking into the camera
- Since it is the first episode should she introduce Brandon Williams, as the co host for this season instead of the intro she gave ?
- Cut “And as always joining me on our couch” - Change line to sound more like an introduction to Brandon.
- The host looks a bit unsure when speaking about jumping into the episode, facial expression, also not looking into the camera- appears to be looking at no subject.

Intro/First subject

- Kayla and Brandon begin speaking about Miami game - The Camera goes on the host while Brandon is still speaking, Possibly let Brandon finish his sentence first then move the camera, as Kayla says “Mortified, Mortified” - in an exciting and sparkful way.

- 1:38 Brandon is still talking and Kayla gives a face of displeasure from the game score, camera should stay on Brandon still sentence done.

    - If we could import a picture of the Miami Basketball game, would allow listener to follow along more with the game plays each host speaks about

4:53 - Second subject - New Shoe - Devin Booker

- Unable to describe what collector they are talking about, The Listener can understand the name if not aware of this fashion trend.
- After listening back I heard D Book, maybe not abbreviation here so listeners can understand what brand and shoe is being talked about
- Import a picture of the shoe, possibly

- Host does a good job, moving conversation on from D Book, after sharing her personal views

Next topic in news -

Shannon Sharp - The story the host gives about TMZ, would be more reliable and believable for the listener, if the storyline was not based on hearsay and more based on the facts that occurred during the TMZ encounter, example featuring a piece of the TMZ article or encounter. Would be great if more research on this encounter could be done, and more of a summary of the event with clear concise research.

“I wanna say LA, by what TMZ camera?” - This should be a clear statement not a question

- I do like the shout outs at the end to what stars they chatted about, during the segment: News Round Up

7:24- 7:28 - Music is too loud, drowns out the host, going into break

Post First Ad break:

I like the logo for Fit Forum and graphic page

Guest Segment (Lexi Brown):

- When host comes back on, music too loud for intro post break
- If possible when a guest is introduced, give her background first before the host responds.

- When host is introducing her- Camera should be on Kayla introducing her, not on the hosts reactions to being introduced, or an overall camera angle getting Kayla and the guest in frame at same time

8:29 - Brandon turns away from the microphone and you can not hear his audio or it is very low, bring mic closer possible, as long as he is speaking his audio goes in and out

9:14 - Host turns away from the microphone to look at a paper, possibly cut this

9:15 - Host Introduces Tyrod Taylor- Show Picture of his look possibly

9:38- Guest is looking down at a paper, possible cut her out, or move frame

- Overall note: you can't hear Brandon very well throughout the conversation, turns head away from microphone and too far away

Odell Beckham Jr Segment -

This looks description is much stronger than the first one
- Could show a picture
- Hosts and guest should not look down at paper, paper is out of view for viewer

12:16- 12:27 - Everyone is talking over each other - can't understand anything

14:47 - Both Host and Brandon looking down again at the script/picture - that could be put on the script

15:26 - Host and Guest talking at same time can't understand audio

WMBA Conversation -
- Brandon - Speaks over host during introduction & his audio is too low that you can't understand him, so it's a mumble

16:27 - Brandon- “You're not always doing the most… “ - comment seems a bit out of pocket. - Maybe cut this

22:10 - Clear view of the Ipad they are looking at, maybe if shown earlier in the show it would look better when they look down or fully cut out.

24:00 - Possibly cut out the accent joke, it adds slight personality but also can be taken in the wrong way.

24:10- Cut Brandon complimenting the way the host pronounced a brand - Came off weird

25:44 MLB talk - Brandon speaks over very loudly, audio may not be in the correct levels

25:55- Brandon Jokes about being Insecure, unsure if we keep this (cut)

29:48 - After Ad break

- Introduce guests again, instead of a summary, it slightly cuts off in the beginning and the sentence isn't complete.

31:52 - I like the transition here from fashion to health

32:47 - Guest turns away from the microphone, cant hear her

38:31 - I really like this overall statement and kind of speech about mental health

—- Maybe for future segments the host could have a mental health check in with various guests.

40:34-

Cut after “what an elevator pitch”

Then move to Kayla at 40:46

44:20 - You can't understand what is being said here - was about women being mic'd up

44:29 - Can't understand what Brandon is saying here, while talking over the guest

46:57- 47:03 - “What we want is personality” Brandon then speaks over Kayla, can't hear what he says (Possibly Cut this)

Over - under intro - she pronounces scenario wrong -

51:57 - Host may have taken a slight jab at Brandon, unsure if we keep this (Maybe cut)

- Over/Under Scenario- host does not seem too thrilled about the question or understand it, maybe cut this
- I like the last two questions better

Ending-

If possible to be on the host saying bye, and looking at the camera than away, also maybe a better send off for the guest-

- Idea - “Before we go thank you again for joining us Lexi and Thank you all for listening to Fit Forum, I'm your host Kayla ____ … and Im cohost Brandon , and we will see you next week”
- Maybe also promo socials here, since it is a new show- it will build traction.

Ending Music

- Turn down music as done in beginning, make levels from intro to outro match

Over all notes:

Co-host- seems to speak away from the microphone and also cuts off some of the conversation, which can be edited out, but some is unaudiable.

Host Kayla- During the introduction of each new segment or conversation, It would be nice to feature her on screen to first Introduce the new segment thoroughly, before conversation, also possibly calling on the guest to speak first would also be helpful in the dynamic.

- Taylor swift boyfriend joke, I like it, I think it would attract a larger audience for the sole reason she is Travis Kelcees ex.

- Also the Fact that Kayla is a huge girls help girls advocate, it is also the vibe of Taylor Swift fans, therefore gaining more traction from fans who normally would not tune in specifically
- The background needs to be slightly altered
- Lots of looking down in general
- If possible to show pictures of the fits being talked about, I think that would be very helpful
- Good energy overall
- Explaining some fashion terminology is also very helpful for the listener, throughout the entire show