

Broadcast News—On-Camera Newscast Assignment  
Fall 2011



On Thursday, Nov. 10 come to the media lab where each of you will each deliver a two minute newscast in class. The scenario is that this is a live College of Charleston TV/online newscast that airs daily and hourly. Your stories must be timely for 2 p.m. on Nov. 10.

Here is the format:

- Open: “This is a C-of-C Scene news update for Thursday, Nov. 10th. I’m (your name).
- Follow with four short news stories, about 20 seconds each. Each story must be College of Charleston news or have a C-of-C angle. First two, at least, must be “hard” news.
- Follow with a brief Sports report, about 20 seconds long...time for a few quick items, a couple scores, etc. These must also be C of C sports items.
- End newscast with a quick look at today’s weather: current temp and sky conditions...the low tonight...tomorrow’s forecast
- Close by saying, “For C-of-C Scene, I’m \_\_\_\_\_ . Back with more news in one hour.

Lineup summary: (Turn in a lineup with specific slugs and your scripts in proper format)

Open	5 seconds
News (4 items—20 seconds each)	1 minute, 20 seconds
Sports	20 seconds
Weather	10 seconds
Close	5 seconds
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TOTAL	2 MINUTES

Your news stories must be timely for the day and time you deliver this newscast. You should lead with at least two “hard” news stories that are issue, impact and/or controversy-oriented. Then you can have “softer” items about upcoming events on campus. For story ideas, check the C of C website, cisternyard.com, The Post and Courier, Charleston.net, your campus email, and/or other C of C news/sports/information/calendar sources including flyers around campus.

Use also your enhanced news sense! Strive for ways to update stories, to say what’s happening now. Avoid “yesterday” and “last night” in leads. See the sample two-minute script on our website that uses Midcity stories.

Write each story, including the open and the close, on its own page in the proper script format (see posted example). Scripts don’t have to be TV split-page style but do need to be double-spaced and in proper broadcast scripting and writing format.

Your first story should be the “hardest” news of the day, the one with the most impact or it can be a breaking/developing hard news story. Organize the rest of the lineup according to relevance/importance, location (“Also in Mount Pleasant...”), topic (“More crime news...”), and/or chronology (arranging stories by when they happen, with most recent ones first).

Use script marks to stress key words and to speed up or slow down delivery and to help with difficult to pronounce words and phrases. Drop your voice at the end of one story, pause, then raise your voice at the beginning of the next story—this helps cue the listeners that one story has ended a new one has begun. Try to maintain good eye contact with the camera/audience. You can’t read the entire script, so that we never see your eyes!

You will be graded on accuracy, writing, story selection and order, scripting, delivery, and length of newscast. Note: A newscast is marked down if it is shorter than 1:50 or longer than 2:05. So it needs to be carefully timed, crafted and rehearsed in order to fall within this 15 second parameter. Also turn in a lineup like the practice one you did. Practice reading out loud with an online stopwatch. Sit or stand up straight and look at a point on the wall, pretending it’s the camera. You need to know your script and stories so you don’t read excessively.

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