COMM 240 FINAL NEWSCAST PROJECT
SPRING 2011
PROJECT DUE DATE: MONDAY, MAY 2
TURN IN SCRIPTS AT MEDIA LAB BETWEEN NOON AND 3 P.M.
HAVE NEWSCAST POSTED ON YOUR YOUTUBE CHANNEL

The Concept
Your final exam project will combine many of the things you have learned in this class. Each of you will produce an individual five minute newscast that will be uploaded to your You Tube channel. TRT should be at least five minutes. It can go longer. The newscast must contain all of the elements listed below.

Come to the classroom during our exam period to turn in your script and play your newscast.

Scripts need to include a lineup (first page) followed by each story on its own page in TV split-page format with proper heading information, including the type of story (reader, POS, Event, Issue, etc) and numbered pages. Next to slug for each story indicate type of story. Example: Commencement Ceremonies (Reader).

The newscast is the final one of the semester for our online "C of C Scene" program. The newscast must be all College of Charleston news and sports. Any national/international stories must have local angles or local/campus soundbites.

To find your stories, use your enhanced reporter's knowledge, instinct and resourcefulness to generate fresh, original news items. If you take story ideas from local and campus news and events publications, flyers/posters around campus, and online resources (C of C news, sports and events websites/links or campus email), make them into your own stories.

Make sure all the news and sports you report are timely and relevant to the College of Charleston community on the date it "airs": Monday, May 2

The Format
Your open should be something like this: "It's time for this week's
C-of-C Scene. This is our last program for this semester. I'm (your name)."

Closing (something like this): "That wraps up this semester's C-of-C Scene. Have a great summer break. It has been a pleasure bringing you the news this school year. For C-of -C Scene, I'm (your name)."

The format of your newscast must include the following elements:
1. Opening and closing music, jingle, or spoken word intro/close (can be someone other than you doing this part)—note: there are music clips on our website that you are welcome to use, including some with "newsy" sounds to them. Find these on our class website under Additional Resource Material: Newscast Open and Close Music (right click on music to Save As audio file on your computer then bring into edit program)
2. With your opening and closing music, let's see a slate—a title page with "C of C Scene, the date, and your name (image too if you like!). Have this up for 3-5 seconds

with music at the start and finish of your newscast. (see slate example below—but call program C of C Scene and include the date too)

3. One POS or "person on the street" reaction story with at least three different soundbites from three different people

4. One reader story with a soundbite(s) or voice-over with a soundbite (VOSOT)

5. One package on an issue, controversy, event, feature or human interest topic (must have two soundbites, two different people- at least)

6. One "Voice Over (VO)" campus event story

7. Two or three short reader stories

8. A sports report—reader or reader with soundbite(s)—

9. A "kicker" final story—something offbeat, ironic, or humorous to end your newscast (doesn't have to be local)

10. Closing slate and music to go after your sign off

The Rundown/Lineup (bold indicates stories with video and/or SOT(s)

Rundown (news stories don't have to be in this order**):**	**Length:**
1. Intro slate/ music	5 seconds
2. Anchor opening	5 seconds
3. **Reader with soundbite(s)**	**30-45 seconds**
4. **POS story**	**One minute (approx.)**
5. **Package**	**One minute to 90 seconds**
6. **Voice-Over (VO)**	**30-45 seconds**
7. Other reader stories (approx. 20 sec. each)	45 Seconds to one minute (approx.)
8. Sports report	30 seconds to one minute
9. Kicker closer	20-30 seconds
10. Sign off and closing music/theme out	15-20 seconds
TOTALS	5 MINUTES PLUS

Additional Notes

Note: Arrange news stories as you see fit. But do have your news stories first, followed by sports, then end with the "kicker" story and your sign off and closing.

Also note that ALL of your stories can have video with them if you choose. This will be looked favorably upon as demonstrating extra effort!

***Again the first page of your scripts should look like the rundown or lineup shown above but with specific slugs along with the type of story (POS, PKG, etc). Also include the length of each story and the TRT at the end (like done above)

TOTAL RUNNING TIME SHOULD BE BETWEEN 4:30 AND 5:30. GRADE WILL BE REDUCED IF SHORTER OR LONGER.

This newscast will be graded on accuracy, story quality, writing (remember to adhere to broadcast writing style rules regarding numbers, symbols, attribution placement, etc), scripting, production and delivery. See the posted sheet that will be used to grade your newscast. Stories do not have to be in the order they are on this sheet. You can use this sheet as a checklist as you produce your newscast to make sure you do all the story types.

Your project can be turned in early to me. If you do this, slide your scripts under my office door at Robert Scott Small Room 124. Please let me know via phone or email if you are doing this so I'll know to look for it. Don't hesitate to call or text (843.224.3112) or email (harwoodp@cofc.edu) if you have any questions as you go about producing this newscast.

Project must be completed! No excuses!

Examples of Final Newscasts:
Megan Olind: http://www.youtube.com/watch?v=9iN1tHrrNgg
Michelle Davey: http://www.youtube.com/watch?v=tSfj8I45N-U
Paulette Barba: http://www.youtube.com/watch?v=5ZmO8GZalww
Lauren Frye: http://www.youtube.com/watch?v=QLcKQo7Tsfc
Katie Ricart: http://www.youtube.com/watch?v=UqyAq1vwTCU
Claire Odioso: http://www.youtube.com/watch?v=fpIF9xq2lUM
Sarah Wade: http://www.youtube.com/user/slwade727#p/u/1/pG4BNwV2QPg

Sample Opening/Closing Slate
Make yours say "C of C Scene" and you could put the date and your name (and image) as the anchor