



## **NEWS NOW: Visual Storytelling in the Digital Age/Spring 2014**

### **ISSUE/CONTROVERSY PACKAGE ASSIGNMENT**

### **DUE DATE: Wednesday, March 26—Post on YouTube and Turn in TV News Script**

You have been assigned by the news director of the College's "C of C Scene" program to produce a "hard" news package on an issue or controversy that could impact and/or be of interest to the College of Charleston community, especially students.

The total running time (TRT) of the report should be approximately two minutes. Your news package should have at least two soundbites from two different people. At least one of the interviews must be an official or someone directly involved with the story. In that regard, this report is different from the "person/man on the street" stories that you have done previously.

Start your report with an on-camera introduction (the anchor lead). Say your name first..."This is (your name) for C-of-C Scene..." Then say the stand up/anchor lead part, setting up your package. It's OK to say... "Here's my report..." or "Here's what I found out..."

The reporter's package will follow, and then we see an anchor tag on camera. The reporter's sign off should be, after a final line or two pertaining to your report..."For C-of-C Scene...I'm (your name)."

The topic can be something at the College of Charleston or it can be a local or state issue. You can also "localize" a national/international story by interviewing local people, such as faculty members, who could comment about a newsworthy issue or controversy. Look also at trend stories that impact and would be of interest to your fellow students. You need at least one official or expert in your report. This will give it more credibility and perspective.

Because this is a TV news package, there must be reporter voice tracks covered by video or b-roll. Your package must have at least three voice tracks in which you are speaking over video/b-roll.

Along with your interviews, think about and shoot the shots or b-roll that you need to tell the story for television. Think visually how you want to tell your story, then write your script so that your narrative will support and complement the video (and vice versa). Script should be in the TV split-page style. Make sure to script your in and outcues with soundbite lengths. Include supers on the left side of the page.

This assignment will receive a letter grade based on the following criteria: accuracy, newsgathering/enterprising, writing, scripting, production quality, delivery and overall quality—and, of course, meeting the deadline.

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