Live Report #2 Assignment: Millennium Music Closing (Evolving?)

For class on Friday, March 28, please come to the fountain area in Marion Square across from Millennium Music. This is where we will be shooting this live report.

Your on-camera length, again, should be between 1:00 and 1:15. You will be timed, so make sure your report is well rehearsed and that the length falls within these parameters.

You also need to prepare a typed anchor lead script. We must have the anchor lead in order to introduce your live report. Make sure it is in the proper split-page format. See Justin’s anchor lead page from the first report which is particularly well done.

You are a reporter for the College of Charleston TV station and you are doing a live report about the April closing of the Millennium Music store. Some background material will be given to you in class today. Anything you use from it, be sure to put in your own words and not plagiarize! Think about what your audience may want to know about this store closing and going completely online.

The angle to your report must include a campus reaction element. Since this music shop is so close to campus it has been a popular attraction for our students, staff and faculty. Your report must include two or more direct, partial or paraphrased quotes from two or more C of C students, staff, faculty or a Millennium employee commenting about the stores relationship with the college and its people.

End your report with a proper sign off: Reporting live from Marion Square across from Millennium Music…I’m (your name). Now back to the studio.” Once you sign off, continue to look into the camera lens until you are given the “clear” sign.

Again, use “talking points” or bullet points of information rather than having your report written out word-for-word. You must not be overly reliant on your notes to the extent that you do not have good eye contact with the camera. Avoid trying to memorize your entire report. This may not sound natural and if you slip up it might be hard to recover.

Your grade for this report will be based on accuracy, substance, completeness, length, anchor lead script and the quality of delivery.

Remember, there are no retakes or make ups. Just like on television, you have just one chance—so be prepared! If you stumble, it’s OK, just keep going. Whatever you do, don’t ask to start over. Dress appropriately and practice, practice, practice.

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