Television Stand Ups
Making Your Stand Ups Stand Out!
What are Stand Ups?

- This is when we see the reporter on camera, usually during a pre-produced package-style report, as opposed to a live shot report.
- The information in the stand up should be a vital part of the story.
- Stand ups must contain substantive information.
- Stand up opens, as you’ll be doing for all of your individual reports, need to adequately set up the topic of the story, preparing the viewer for the package (or POS comments) to follow.
- Stand up closes should have some significant bits of information, details, facts that help viewers understand a story’s importance/significance, or that tells people how they can involved, for example.
- The videographer and reporter should work together to conceive and shoot the SU at the scene of the story…and to make it as good as it can be.
- News departments want their reporters to become familiar to the audience and may require stand ups to help achieve that goal.
Reasons for Stand Ups

- SU’s can be used to show you were there, to emphasize the story’s location
- They can be used to reveal important information—seeing and hearing the reporter can add emphasis to an important fact or detail
- To show participation—sometimes reporter participation can help viewers better understand the story, if the action is realistic (in line buying a lottery ticket or driving across dangerous railroad tracks…)
- To provide transition—a SU can be used as a way to move the story from one part to another
- A reporter may also do a SU if there is no appropriate video (standing outside a courtroom when cameras aren’t allowed inside, discussing testimony…)

Be Creative!

- Stand ups offer an opportunity for creativity.
- If the story, for example, is about a controversial religious plaque in the courthouse, the reporter might walk into the shot of the plaque.
- Always remember, the purpose of the stand up is to advance the story.
Stand Up Basics

- Use clear, simple language

- Simple language sounds conversational and is easy for the audience to understand quickly and remember

- With clear, simple language you are less likely to flub words, forcing the photographer to shoot lots of failed stand-up attempts

- Convey one idea per sentence

- Keep SU length less than 20 seconds— you are asking for trouble if you write really long stand-ups because when they are taped to use in a report, you should not be seen using notes, so you have to memorize what you are going to say
The tape should be rolling for a few seconds and the reporter should look silently into the camera for a few seconds before speaking.

If the reporter speaks and the camera rolls simultaneously, there may not be enough lead time on the video to allow the editor to find a good in-point.

So after hitting record, the reporter stands still, looks directly into the camera for a beat or two, then begins to speak (same for interviews).

Begin your SU takes by saying “Stand Up Take 1…3-2-1…Stand Up Take 2…3-2-1, etc.”
More Stand Up Tips

- Give a take number before each SU so that it is easier later to find the one you want to use, or to tell the editor to use Stand Up 4, for example.
- At the end of each take, hold your look for a couple seconds, and the videographer needs to keep rolling the tape for a few seconds—this will make the editing easier.
- Our SU close signature is normally: “For C of C Scene, I’m (your name).” You can also do takes in which you say “For CTV, I’m (your name)” if you want your report to be considered for Cougar Television use.