



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, interview 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, adds a last bit of significant information, or that tell people how they can get 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



- SUs 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 of the story to another, or to transition from one viewpoint to the opposing one
- 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 a courthouse, the reporter might walk into the shot of the plaque
- Holding or picking up “props” can be effective (we see you typing at a computer, for example, or putting gas in your car)
- 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 to 20 seconds or shorter— 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



Shooting SUs

- 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
- Always say your name in your SU open: “Hi, I’m (your name) for C of C Scene...did you know...” Or just say, “Hi, I’m (your name)...did you know....?”
- Our SU close signature is, after your final few sentences on-camera: “For C of C Scene, I’m (your name).” Or just say, “With your College of Charleston News, I’m (your name)”