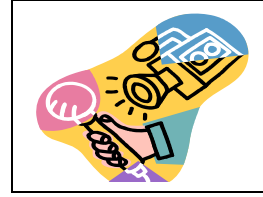


“Live on Tape” 10-Minute Interview Assignment
Broadcast News
Nov. 12, 2008
Assignment Due Date: Tuesday, Nov. 25



The Assignment:

Our “C of C Scene” radio program has a weekly 10-minute interview segment called “Campus Conversation.” You are assigned to set up, produce and host this interview segment for the Nov. 25 “C of C Scene” program.

On the due date, turn in your CD and a typed anchor lead that sets up the interview subject/topic. Be sure to incorporate the segment’s title, “Campus Conversation” into the anchor lead. Include on your script an anchor tag that adds some last bit of information to supplement what we would have just heard in the interview, and/or previews who will be on next week’s “Campus Conversation.”

The script (per the example at the end of these guidelines) should also have the “roll cue” with the length of the interview listed, the name of the person who is interviewed and the incue and outcue.

The interview must be newsworthy in nature. It should be tied to a recent, current or upcoming news/sports issue, controversy or event. You can find a campus angle to a national/international event such as interviewing a professor who is an expert on an issue that’s in the news nationally. Remember the segment is called “Campus Conversation” so your guest and topic must be relevant to the College of Charleston community.

Guest and Topic Examples:

- A student with an interesting or compelling (human interest) story—someone who is doing something important, unique or unusual or is overcoming difficult obstacles
- A professor who is doing interesting research, has written or is writing a book, has an interesting or unusual field of expertise, or is teaching an interesting or unusual class this summer or next semester
- Interview a college official about a campus issue or program
- You can do non-C of C people but the topic should be of interest to your student audience. For example, you could interview a local professional who has advice for students about getting into his or her field, what it’s like working in the field, etc. You can call the segment “Career Corner” perhaps.

-more-

10-Minute Interview (page 2)

*****WARNING! WARNING! DO NOT INTERVIEW FRIENDS, RELATIVES OR CO-WORKERS***** (approach this assignment as a real journalist would and remember it's "Campus Conversation" perspective)

Grading Criteria

Your grade will be determined by, among other criteria, the topical nature or newsworthiness of your subject, or the human interest element.

Other factors will be how you begin the interview with appropriate set up information. Be sure to establish the timeliness/topicality of the interview at the very beginning.

Your interviewing will be assessed, as in the quality of the questions and how they are asked. Also important is how well you wrap up or end the interview—make sure you thank the guest, say his or her name again, and sign off with your name.

The sound quality, length of the interview and overall quality will also be judged. The length should not exceed 10:15 on tape nor be shorter than 9:45 on tape. This isn't the TRT but the length of the interview itself that must be between (9:45 and 10:15). So make sure that you have a stopwatch or other time piece in order to monitor the length as the interview proceeds and you wrap it up at the appropriate time.

It is also important to find an appropriate place to conduct the interview. This can be your subject's office, workplace, or a classroom or a quiet spot outside. This interview should be conducted face-to-face, not over the telephone or internet.

It would be good at the beginning of the interview to tell your listeners not only who your guest is and why you are interviewing him or her, but also where the interview is taking place. Say something early in the interview like, "We wanted to have (so and so) on the program today because...." This will help establish the timeliness and topicality of the interview.

Finally, this interview needs to be done in one take, hence the "live on tape" aspect. No edits and no stopping and starting can be done. I will be able to tell!

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Sample Campus Conversation Anchor Lead Script:

CAMPUS CONVERSATION—MEPKIN ABBEY

HARWOOD

JUNE 1, 2008

TRT: 10:30

ANCHOR LEAD

WANT TO GET AWAY FROM IT ALL FOR A WHILE? WELL, SOME COLLEGE OF CHARLESTON STUDENTS DID JUST THAT DURING A SPECIAL MAYMESTER CLASS. THE STUDENTS AND THEIR PROFESSOR WENT TO BERKELEY COUNTY AND SPENT A WEEK LIVING AMONG THE MONKS AT MEPKIN ABBEY.

IN THIS WEEK’S CAMPUS CONVERSATION INTERVIEW, PATRICK HARWOOD SPEAKS WITH THE PROFESSOR AND ONE OF THE STUDENTS ABOUT THIS UNIQUE LEARNING-- AND LIVING-- EXPERIENCE.

ROLL CAMPUS CONVERSATION INTERVIEW....

GUESTS: Professor Vince Lannie and student Damian Christian

RUNS: 10:00

INCUE: Hi, I’m Patrick Harwood with this week’s Campus Conversation

OUTCUE: For Campus Conversation, I’m Patrick Harwood

ANCHOR TAG

ON NEXT WEEK’S CAMPUS CONVERSATION, WE’LL CHAT WITH COMMUNICATION PROFESSOR CHRIS LAMB WHO HAS WRITTEN A NEW BOOK ABOUT THE PIONEERING BASEBALL PLAYER JACKIE ROBINSON.

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