

TV News
Fall 2007
November 1

Live Report #2 Assignment

For class on Thursday, November 8, be prepared to give your second live report that, on camera, is between 1:00 and 1:15. Your report will be timed, so make sure your report is well rehearsed and that the length falls within these parameters. The location is TBA.

You also need to prepare an anchor lead script. I must have the anchor lead in order to introduce your live report. Make sure it is in the proper split-page format.

You are a reporter for the College of Charleston TV station and you are doing a live report to give the campus and Charleston community information about our school's new CougarAlert Emergency Notification System.

Research this new system as much as possible using, among other sources and resources, the material given you, the special website devoted to it, and the campus wide email sent on October 24. You can also email or call with questions to Mike Robertson, C of C's Senior Director of Media Relations at robertsonm@cofc.edu or 953-5667.

End your report with a proper sign off: Reporting live from (give location on campus), 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.

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.

Review the attached live reporting handout material as well as Chapter 10 in your book, "Presentation and Voice." Take special note of pages 309-314 on broadcasting live.

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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