

Presentation and Television News Script

Television Production Course

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Television News

- Is what is new, interesting and true. Timeliness is therefore key to selection of Television News.
- New in an account that the viewer has not seen it before
- Interesting in the sense that the material is relevant to the viewer
- True the story is factually correct

News Presentation

**We have Studio News Production
& Electronic News Gathering.**

**Studio News Production - anchor
reads stories in the TV studio
without footage.**

Electronic News Gathering (ENG)

- Electronic News Gathering - use of portable video equipment for news coverage.
- Portable electronic journalism
- Is electronic journalism meaning that the video camera records material that is stored electronically, and then edited for broadcast

Under ENG,

- the coverage of the event is the most important.
- The script will be written after the event is shot.
- Everything that will visualise the script must be shot by editing time.

Television News Scripts

- Television news presentation is governed by script writing.
- Written for the spoken word, it is written to be heard or for the ear.
- Script must be written so that the audience understands it the first time it is heard
- The pictures accompanying the script should make it easier to understand what is said

Guidelines for script writing

- Simplicity
- Accuracy
- Conversational
- Complete

Television writing style

- ▣ Titles usually come before names
- ▣ Avoid abbreviation, even on second reference
- ▣ Avoid direct quotation, but if you must use them, make them clear and easy to read.
- ▣ Attributions should come before the quotation, not after it.
- ▣ Use as little punctuation as possible, because while reading some of them can not be pronounced by the anchor
- ▣ Numbers and statistics should be rounded off e.g 2,356,211. Figures 1-9 should be spelled, 10-999 should be written in figures.

- Personalize the news when possible and appropriate
- Avoid extended description and double titling, they water the story down
- Avoid using symbols when writing
- Use phonetic spelling for unfamiliar and hard to pronounce names and words e.g Caracas (ka-RAH-kus).
- Avoid pronouns and when used, make sure the referents are clear to the viewer. 'The president fired his secretary because he thought he was a thief'.

TV News Structure

- ▣ **Story line**, which is the major **thread** – all information rotates around this theme or idea.
- ▣ The story telling style - **carrier** -There should an angle or format to a story.
- ▣ Every story should have;
- ▣ **Beginning** - The opening should give the viewer something to build on (Who? What? When? and where?) **Climax**: What is the latest outcome of an event or issue. It will cost you a little more to buy chips and chicken from Wandegeya.

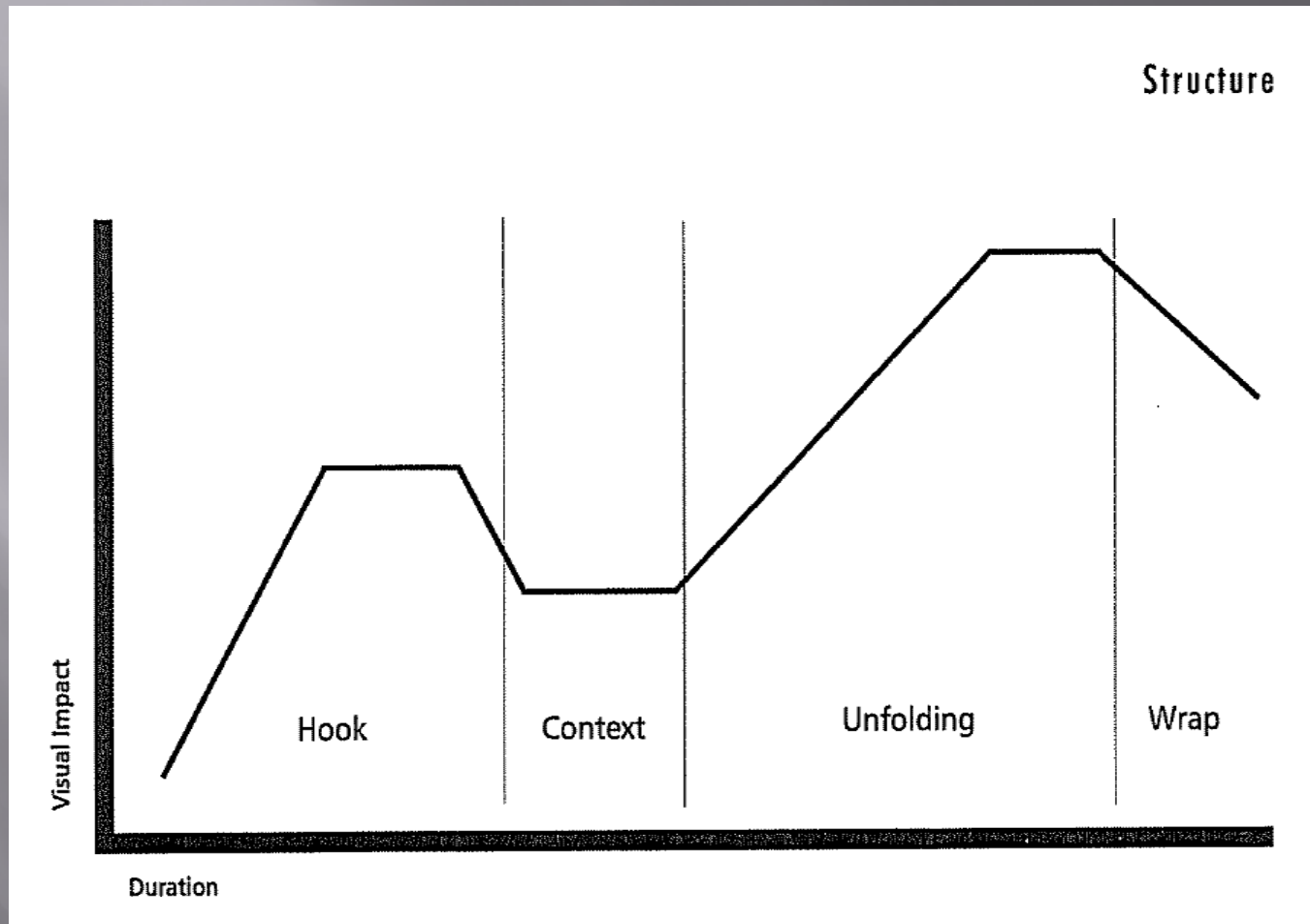
TV News Structure continued

- ▣ **Middle** - Here you should be telling the details and advancing the story (why? And how?) **Cause:** But why did it happen that way, what is causing the climax. This follows a decision by the Kampala capital City Authority to increase taxes on chicken sellers. But the sellers say they can not bear the tax burden alone and will have to share with their customers.
- ▣ **End** - It brings things to a conclusion (what did it mean? Is there any more to it?) **Effect:** That means if you are a common consumer of chicken from Wandegaya, your expenditure will increase soon.

Basing on the above characteristics TV story should have;

- Hook (Headlines, story intro) – beginning
- Concept (first story lines by the anchor / reporter package) –Middle
- Unfolding (full details of the story/reporter package)
- Wrap (reports have conclusions/ ending of the bulletin) – end

TV News Structure continued



Television News scripts

- ▣ **The Voice over (VO)**

The anchor reads this script while the corresponding footage/ video is being shown. (LVO – Live voice over)

- ▣ **The Voice Over with Actuality/SB(VOSOT)**

This script is read by the anchor while the corresponding footage/ video is being shown but followed with a sound bite (sound on tape). This is often followed by a tag - is a copy read by the anchor after a sound bite.

- ▣ **The reader**

It is a script without video (**on cam reader**).

Tease

Is a preview of a story that will air later in the newscast. It is sometimes called a **bump**.

Toss

An intro or lead in. it is a script intended to introduce a package (a report pre-recorded by the reporter), a live shot (live report from the reporter), or a pre-taped segment.

Cold open

This is the opening script of any newscast, begins right away before anchors have introduced themselves.

Package

It attempts to tell the whole story and is usually reserved for the biggest, most interesting or complex stories. Packages are usually written and read by reporters.

Live shots: This is where an anchor introduces the story then the viewer is connected to a reporter to present a stand-up, interview someone, or introduce a voiceover.

Sound bite or actualities: in such stories, the anchors introduce the story which is only either a sound bite or actuality, sometimes refers to as actuality.

Television News Script formats

- ▣ There are two formats of television news scripts. The basic one is where a script has two columns, one describing the pictures to be used, and the one on the right having the information. But these kind of scripts are fading for news, because of the work it involves.

DIRECTIONS	SCRIPT
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START WITH AMBIANCE OF POLICE VEHICLE SPRAYING TEAR GAS SUPPORTERS THROWING STONES AT POLICE PICTURES OF A4C LEADERS ARGUING WITH POLICE SOUNDBITES: MPUUGA, BESIGYE, TURINAWA, MUNTU CROWDS ATTENDING THE RALLY, AMBIANCE OF SUPPORTERS APPLAUDING SPEAKERS	A4C SUPPORTERS IN MBARARA FACED THE WRATH OF POLICE, WHO DISPERSED THEIR RALLY THIS EVENING. IT ALL STARTED WHEN SOME OF THE A4C SUPPORTERS STARTED PELTING THE POLICE WITH STONES AFTER THEIR RALLY. A4C LEADERS CONDEMNED POLICE’S ACT, AND VOWED THEY WILL NOT STOP THEIR COUNTRYWIDE RALLIES CALLING FOR CHANGE. AMBIANCE SIGNOUT
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FEBRUARY 2012

[PRES/VT]

NODDING SCOURGE

STRANGE DISEASE TORMENTS NORTH

2,000 PADER HOUSEHOLDS AFFECTED

It is strange and little is known about it and it is responsible for over 300 deaths.

Commonly known as Nodding disease, the ailment has reportedly affected over 2,000 households in northern Uganda.

Pader district, which is also attempting to recover from the two-decade old insurgency, has been similarly affected with up to 60 deaths reported. We paid it a visit but must caution you that some of the pictures may be disturbing;

[VT NEXT]

[SCREAMING CHILD]AMBIANCE

[LONG SHOT OF MANY SUFFERING CHILDREN IN THE HOME

SETTING]The disease remains a mystery hence the name Nodding Disease, because it manifests itself through the persistent involuntary shaking that gets worse until the victims succumb to it.

[SCIENTISTS PICS IN PADER] Scientists have attempted to diagnose it, samples from patients have been taken and flown to the best analytical laboratories such as the Centre for Disease Control in the United States but to no avail.

- ***[HEALTH CENTRES PICTURES]*** The area has is inadequate health facilities, a typical example being this health unit that was build in 2010 but is not operational due to lack of funds to recruit personnel and equip it adequately.
- ***[LOCAL LEADERS IN MEETING]*** The local leadership proposes that government together with development partners recruit health personnel to help attend to the ailing.
- ***[SB ALFRED AKENA -C/M LC V Pader District.....] 6.48***
- ***"With what we have in our medical facilities at the moment we can not contain nodding disease. Our people are suffering and more medical workers should be brought on board"***
- ***[AFFECTED ADULT] 3.22*** Children between five and ten years contract the disease and most of those who are not killed by it, transcend into adulthood with it.
- ***[***
- ***[CLOSE-UPS OF SUFFERING CHILDREN]*** The disease is also a strain on the meager finances, manpower and time of the families with ailing members that must tend to the sick.
- None of the affected children has ever recovered and there is fear that all the affected children may not make it.
- ***[AMBIANCE OF WORRIED MOTHER]***
- ***30 –***

Putting together a news bulletin

Selection of news

- ▣ **Timeliness:** Because of the nature of their medium, broadcasters often consider timeliness the most important news value. That is why breaking news comes first, and breaking news is allowed to tamper with everything in the Television station.
 - ▣ **Information, not explanation:** Television news favours stories that are simple and can be told in a straight forward manner. Of course, some stories are complex and important and explanation can not be avoided. These are the ones the TV news writer must wrestle with, and it takes practice and talent to condense these stories.
 - ▣ **Visual impact:** Television news favours stories that the audience can see. Pictures are the power of television and good pictures make a good story e.g the NTV story of Agaba's bodyguard shooting in Luzira. Allow the pictures to speak for themselves.
- After selecting stories based on the above requirements, one then comes up with what is called a running order. The running order gives details of which stories made it to the bulletin, the durations, reporters, anchor, dates, etc. This is handled by news producer/news director.

MORNING NEWS R.O

DATE:
NEWS EDITOR:
NEWS DIRECTOR:
APPROVED BY:

TIME:
BULLETIN:
ANCHOR:

No.	SLUG	FORMAT	REPORTER	DUR	CHECK
1	LIBYA NTC STATEMENT	Reader	Agencies	20 ‘	
2	LOCAL COUNCIL COURT RULING	VT	Okello Okello	2 :00’	
3	JULIUS ODWE PROFILE	VT	Achieng Ritah	2 :00’	
4	DEAF INTERPRETERS	VT	Arach Dianah	1 :45’	
5	FREE TREATMENT AT KIBULI HOSP	VT	Abdallah Sali	1 :10’	
6	MUKONO NIGHT DANCER NABBED	LVO	Ssejjemba	30’	
7	LUMUMBA FOOD DEMO	AMBIANC	Akiiki Sarah	50’	
	BREAK	BREAK			
	SPORTS	SPORTS			
8	CRANES BEATEN IN CONGO	VT	Aridru	1:00’	
9	NESTROY KIZITO MAKES U- TURN	SB	Nankunda	20’	
10	LIVERPOOL FAN KILLS SELF IN MSK	Graphics	Kafeero	20’	
11	ENGLAND COACH RESIGNS	VT	BBC	1:05’	

Flow of television News Script

- ▣ **Reporter:** This is the original source of the story. The reporter makes major decisions to as to which angle to take, which bites to use, which information to leave out, what question to ask, etc.
- ▣ **Sub-Editor/Associate Editor:** The sub-editor is the first senior person to look at the script, usually to eliminate mistakes, change angle, verify facts and generally offer guidance to the reporter.
- ▣ **News Editor:** The Sub-Editor then forwards the script to the Editor, who makes big decisions in regard to content. What information should be added, what should be removed, compliance to ethical and legal matters.
- ▣ **Revise Editor:** The revise editor is mostly used in improving style of a script, adding color and making it easy to read.

Television News Script Flow

- ▣ **News Producer/News Director:** The News Producer coordinates the entire news bulletin, including pictures and the script. This person therefore deals more with the final script after the bulletin has been put together. But in some stations, news producers also look at the script.
- ▣ **Anchor:** When the producer is done with the script, it is then handed over to the News Anchor. Even here, changes can still be done in consultation with the News Producer, but NOT content. It is merely change of words, sentences to make it easier to read for the anchor, but also understand for the audience. If content needs to be changed, then the News Editor needs to approve.
- ▣ **Assignments Editor:** This is the person in charge of assignments and coordination of activities by reporters in the field. He/She chairs the assignments meetings, and brainstorming sessions where news ideas and tips are generated. He coordinates the content and understands all stories that have been assigned, angles that have been taken, and advises on what position was taken during editorial meetings.

Issues to note

- ▣ Write to the picture
- ▣ Durations of the stories matter, so write to suit space
- ▣ Beware and avoid information overload
- ▣ Avoid repetition of issues and information
- ▣ Ensure information flow
- ▣ Transcribing and time-coding (logging) critical in script work
- ▣ All necessary information should be put in the script

General Information

- **Title:** Every story has a title, sometimes referred to as headline. But in TV scripting, this is called slug or slug-line. The slug does not necessarily have to follow conventions of headline writing, because it is not for public consumption, but merely to guide the editor.
- **Date:** As any other script, it is advisable to write the date in which the story is written, but sometimes you use the date when it is running. This helps just to guide the editor/producer so that the story is not misplaced.
- **Name:** The name of the writer is necessary to guide the editor in identifying your story. Sometimes there could be related stories in slugs, and the only differentiation is based on the reporters name. Because of technology, most TV now post stories on their websites, so this will act as a byline. It even becomes more important when you are paid per story, e.g correspondents. You miss your money if you do not identify with the story.
- **Introduction:** Like all journalistic writings, there should be an introduction to your story, summing the information therein. In television however, this part of the story is read by the anchor/newscaster.
- **Conclusion/Sign-out:** This is the point where a reporter puts a story in perspective, and summarizes to the audience giving a way forward or implications of the story. In television this is referred to as sign-out.

THANK YOU!

Any Questions?