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**Television presentation**; refers to the way in which a station presents its self in between different programmes, for example; DOGs (Digital Onscreen Graphics), station identities, short clips, continuity announcements, style, end credit promotions.

**Job description of a TV presenter.**

Present information like; news

Carry out interviews with guests

Act as a link between segments

Carry out research on a programme

Perform off camera tasks; case of small stations like editing, producing among others

Interact with the public off camera

Fundraising activities; in case of corporate social responsibility

Do production

Coordinate and develop story ideas

Manage newsroom resources.

**Skills required for a TV presenter.**

Good communication skills

Good body language

Nice facial expressions

Basic knowledge of TV terminologies and operating procedures

Clear voice

Ability to present as you listen to the producer

Self confidence

Ability to improvise

Ability to memorise, facts, figures and storylines

Ability to work comely while under extreme conditions

**NEWS**

Story structure; refers to the running order of news story that is the way facts are arranged.

**Types**.

**Pyramid format**: this is where the most important details of a story are mentioned first. This format answers the 5Ws and H.

**The Narrative**: is a chronological format of writing which has the start, middle and the end bit of the story. It is important to use this because it gives more detail of the story. Best to use when reporting court proceedings.

**The Hourglass story**: this structure is a combination of best elements of both the Inverted pyramid and the Narrative format. It tells the story quickly and gives more details later.

**Script writing**

It refers to writing for the eye and ear. It must be more concise than that of print. Ideally a script should be 30-60 seconds.

**GUIDLELINES FOR TV SCRIPTING**

Every writer should follow the KISS rule; that is Keep It Simple Stupid

Do not over stuff story that is reduce on passenger

Always write in an active voice

Do not start with a question or quote

Identify a speaker before what is said.

Leave out ages, middle initials, address, jobs, titles etc. unless there are important to the story.

Write all things in capital letters

Spell out things phonetically.