

JOUR 3451 Sample Script: Package

(VIDEO)

(AUDIO)

Anchor lead-in	SAME DEAL HERE AS A V-O OR “VO-SOT.” EVERY STORY BEGINS WITH AN ON-CAMERA ANCHOR LEAD-IN. WITH A PACKAGE, HOWEVER, THE ANCHOR STOPS READING AT THE END OF THE LEAD-IN AND “TOSSES” TO THE PACKAGE, WHICH HAS BEEN PROVIDED BY A REPORTER:
Package begins here (though you don’t have to type this on your actual script)	This is the part of the story you, the reporter, will have edited, using the video and sound you have gathered. This part is the voice track, which you will have recorded in the audio booth.
Nat sound	“Ka-ching! Whirrrrr ... Crash! Laughter... “
	Other than voice track and natural sound, you will have sound bites -- like this:
Sammy Student U of M junior	“Hey, just like Sally’s, my sound is inside quotation marks and spelled out verbatim!”
	Here’s some more track, this time setting up sound from someone else you’ve interviewed.
Paula Professor Teaches journalism at U of M	“Notice that, in keeping with AP style, we do not capitalize titles, unless they come before the name, as in ‘President Barack Obama.’ Otherwise, capitalize only names and the first word on the line.”
	You can say that again, because almost nobody gets it right the first time. Joe Smith, Murphy News Service.
Anchor tag	ONCE MORE, EVERY STORY ENDS WITH AN ON-CAMERA TAG -- USUALLY ABOUT WHAT HAPPENS NEXT, WHERE TO GET ADDITIONAL INFORMATION OR SOMETHING LIKE THAT.