

Video Press Broadcast Template

Introduction

- Capitol / Hotel / General Assembly wide angle shot (this shot should be the first shot in the introduction for the press broadcast. It will establish the location of the broadcast and its purpose. It should start out wide and zoom to either a logo or a recognizable part of the building such as the dome on the capitol or the logo on the hotel.)
- Studio wide angle shot (this shot will show the studio with the production equipment set up and the backdrop, it will start out wide, and eventually get back to center on the news desk with the anchors. Be creative with this shot, you could go through the viewfinder of another camera and show the anchors sitting there, and then cut the shot.)
- Welcome title (a title that says Y in the World or FYI Today)
- Descriptor titles (examples include background shots of other stories with no sound and overlays that say first fast accurate, as they do on News 5, but you should work to come up with your own descriptors).
- Background shots, (these should be varied and include all anchors, but should have no sound. They will be overlaid with titles that introduce the broadcast and the anchor names).
- News desk shot (after the titles cut back to the news desk with the anchors and then cut to the anchor that is speaking first.)
- The first anchor should start by saying welcome to (broadcast program title), and then give the date and their name, then the news program should continue).
- The introduction should have theme music overlaid that is not a vocal song, but only instrumental... this can be easily created in Garage Band or Sound Track Pro.
- One of the anchors should give the broadcast breakdown (example: coming up tonight we bring you the results of the gubernatorial election, followed by an uproar in the senate chamber. Later we bring you an exclusive interview with the Governor and then your local weather... just tell what will happen in the broadcast).

Feeder story 1

- News Desk Intro (the anchor will introduce the story saying what it will cover and where it took place)
- Story Feed (actual story with either real sound or voiceover)
- News Desk close – close the story, then introduce the next

Feeder story 2

- Same procedure as one

Feeder story 3

- Same as one

Continue with feeder stories, you should cover the following areas, try to mix it up and get a good balance between conference and outside news. Do not just show clips from debate for a lengthy time, use voiceovers and show the debate footage as background material. No one wants to watch what he or she saw earlier that day without having new aspects added to it:

- Component News: highlight the GA, the Senate or House, the Court, and every other component and how they are working, try to include a story for at least the special bodies (ICJ, SC, Supreme Court, Lobbyists) and a story for the general body, (GA House Senate).
- Interview: an interview with either a special guest, conference director, officer or other relevant person
- Local news, any relevant information to the area such as weather, politics, etc.
- World News, relevant US outlook on current events that will affect our country, such as oil, wars, etc.
- US news: a story of something of importance happening in the US, new federal legislation, policies, natural disasters, etc.
- General Conference News: Candidate speeches, dance, events, social scene
- Outlook story, what to expect tomorrow, forecast for elections, etc

Conclusion

- Recap the key events of the newscast
- Give a forecast for the next newscast
- Sign off with anchor names, and thanks for watching “Broadcast title”
- Credits

The newscast should be no less than 20 minutes, and no more than 35-40. The introduction with theme music should last one to two minutes. Each feeder story should average around 3 minutes, with a feature story lasting four to five. You should include at least five to six stories, and then additional stories such as candidate speeches, or opening session guest speaker clips that may be longer tagged on at the end in a closing, such as now we leave you with our candidate speeches.

The broadcast can have witty humor, but should not be unprofessional and outright silly. Anchors should look at the camera and avoid using a script on the table. Cue cards should be utilized. It is important that these broadcasts go out in a timely manner and be conducted in a professional newscast. If you would not see something on a real news broadcast, then it probably does not belong in this news broadcast. Avoid excessive exaggeration and comments intended to entertain the audience. The broadcast is for information not for entertainment. When you have mastered the core components required for the broadcast, then add creative elements, campaign advertisements, and commercials to further develop the extensiveness of the broadcast.

Members must sign out whenever leaving the Pressroom, if members are not where they say they are going, their advisor will be contacted and they will be given a warning. On the second offense, their parents will be contacted and they will be sent home at their expense.