

TV Package Scripting Tips: ⁽¹²⁾

1. Before you shoot, and often thereafter, throughout the process, you need to **consult the online packet on TV packages AND my storytelling packet (ask me for this one in person)**. There is invaluable info in there. YOUR PACKAGE WILL BE EVALUATED BASED ON MY PACKETS.
2. You cannot do this well without WATCHING packages and looking for the elements required in your package, watching visuals and story development. Do this constantly by watching TV or finding packages online. They might not match exactly what I require, but they will help.
3. You must **write THE WAY WE WRITE AROUND SOUND in radio**. In fact, there is a radio package sample at the web site that you might want to consult. It is not exactly what we are doing, since we have visuals, but it is a good example of how to tell a story and write around sound bites.
4. READ and Re-READ the directions sheet constantly (It was handed to you but is also online). There is a definite process that you must follow for credit, and each step is supposed to receive feedback. Do not try to do this on your own as it will not turn out to be anything we can use. You need help on this one.....Go through the process; it works !!!!!
5. **Use a microphone for all interviews and for your stand up.** Quality sound is required.
6. Get waivers from **all** people in your package, including adults.....Otherwise, we can't use the package.....Be sure to get these **ahead of time** or you can expect to have trouble.....People are not always reliable.
7. Scripting is the biggest challenge because good storytelling is tough, writing around sound with visuals is tough, writing UNDATED material (TFN) is tough, etc. Be meticulous. Also remember that **you must transcribe all sound bites** that you will use as part of your script. YOU MUST END YOUR PACKAGE WITH THE REQUIRED OUT-CUE.

Below are some directions for the actual mechanics of typing up the script. Please follow them in doing your script.

REMEMBER, if any samples you see or even samples that I send you contradict what I teach you or directions that I give you, THEN GO WITH WHAT I TELL YOU TO DO. Sometimes I send samples for some reasons even if they don't totally match up with what I want you to do.....Also, I often change things from year to year.

--When you write your script, make sure you write it in good Advanced Broadcast Writing form, including **using the top ten news writing tips**. I want you to develop good instincts so if you always write that way, it will eventually become instinctive.

--As for the script itself, do it in the usual script format. The third column will be the actual audio. In that column:

- For Voiceovers: BOLD AND CAPITALIZE** the letters VO: Then type your narration/voiceover in regular font.
- For SOTs: BOLD AND CAPITALIZE** the letters SOT: followed by the name of the speaker (**Bolded and in parentheses**). Then *in Italics transcribe (word for word) what is said in the sound bite. Remember that each SOT must be transcribed word for word in italics.*
- For your STAND UP:: BOLD AND CAPITALIZE** the words STAND UP: Then type your stand up narration in regular font.
- For NATURAL SOUND ON TAPE: BOLD AND CAPITALIZE** the letters NatSOT: (and then in parentheses, describe the natural sound on tape)

-----At the end of your script, make sure you skip a few spaces and then use the following out-cue:

This has been (YOUR NAME) for WWPB--TV

-----**In the middle section** of the script (the visuals), depending on what you are showing, **BOLD** the relevant terms for whatever you are describing: **B-Roll, NatSOT, Stand Up, Graphic, SOT (when showing the person), etc.** Follow those terms with what shot it is: **ES, LS, CU, MCU, etc.** Then describe what we actually see in the shot. The key is to make the visuals clear so we can visualize it WITH the words in the third column.

(Note: In some cases, you will likely have some overlap or duplication with what you have in the middle column and the third column.)

--Of course, **in the first column, be sure to include times**. If you read the script out loud exactly the way you will likely read when recording the package, then you can fairly accurately estimate the times.

IMPORTANT NOTES: You are storytelling in packages. This is not an LA essay. You need to "hook" your audience, have an over-riding theme or storyline that is fairly narrow and tight. You need to hold their attention with your story-telling and with your SOTs and with your B-Roll, which should mostly specifically match your words. People like to hear stories and like to see things through a person or persons. We are "People" people. Your package should have a logical story-telling organization and you should build to an ending that is memorable or that drives your point home or that makes people think or whatever. You can end with voiceover, with a great SOT, with NatSot, etc.... whatever seems to be the best ending for your story. After your great ending, you then do the out-cue. Your standup can come any place in your package. Choose the place where it fits best or use it for a transition. Keep your story tight.....Do not drift from your main point.....Don't let your package drag.....Sound bites should not be overly long.....If possible, your package should have some heart, some passion, some ethos. HOWEVER, YOU ARE AN OBJECTIVE AND ARE NOT PART OF THE STORY. Do not use words like "I," "We", "Us," etc. Do not give your opinions. Remain objective with your wording. Let the audience decide what is good, how to feel, etc. This is strictly a news package.....You are not emotionally involved. And you ONLY APPEAR in your standup. BE AN OBJECTIVE JOURNALIST!!!!