

## Guide for TV MJs Working Remotely

**1. Check in** with the LIVE 206 instructor (via Zoom) at 8 a.m. (if you start at 8 a.m.)

- Zoom link for meetings at 8 a.m., 11 a.m. and 2 p.m. will be posted in Slack.
- Create a card on the Trello “Story Pitches” board for any stories you want to pitch; follow the prompts on the Trello card. (Pitching at least one story is not mandatory but highly recommended.)
- The slug (or name) of the story you pitch should be two or three words that best describe your story.

**2. LIVE Morning Meeting begins at 8:15 a.m.**

- Pitch any stories you created in Trello.
- Share any information/knowledge you have about stories pitched by others.

**3.** Once you get your **story assignment**, ask any of the following questions (and any others) so you’re clear about what to do:

- Where will you get information? (e.g. Associated Press, City News Service, city official, LAPD, etc.)
- Who should you reach out to for an interview (via Zoom)? Think about how and what source(s) add to your story.
- Do you need to shoot or find video for the story?
- Will your story require a graphic?

**4.** What’s the **format** of your story?

- **Copy** - words only (usually :15 - :25)
- **Intro** - introduction to video, sound, or a graphic; usually words only
- **VO** (voice over) - words that will be read (usually by an anchor)

while video is playing

- **SOT** - a person talking/part of an interview; no script needed
- **ANCG** (full screen graphic) - words will be read while graphic is shown (used when there's no video and/or there's a lot of information)
- **Tag** - words only that can follow a VO, SOT or ANCG; final part of story

**5. Research:** As a multimedia journalist, research is often the first thing you will do for your story. Here are a few sources you may consider:

- City News Service (CNS): [socialnews.com/news](http://socialnews.com/news)  
Login: usctv Password: checkallday
  - Associated Press: [apnews.com](http://apnews.com) (see AP wires in iNews or search AP online)
  - LA Times, NY Times, Washington Post, CNN.com
- VERIFY FACTS by checking multiple sources!
- Call/email official sources (e.g.. DPS, Mayor's office, Dr. Sarah Van Orman, etc.)
  - Call/email community sources (e.g. CHIRLA, Community Coalition, LA Community Action Network, etc.) Nonprofits are often good sources for specific issues and usually accessible for interviews.
  - Keep track of sources in Trello, so another MJ doesn't contact the same people

**6. The Rundown:** This is where you write your story. (Each day has its own rundown.)

- Go to [rundowncreator.com](http://rundowncreator.com) (a login and password have been created for you; you should receive an email (in your USC email) about this account.
- Once you login, look for the "load a rundown" dropdown in the upper left. Look for your day's rundown, identified by day of the week and date.

- Check the format of your story in the rundown; some stories start with Intro for the anchor, but some do not.
- Check to see how long/how much time is allotted for your story (look on the far right in the “Est. duration” column).
- Type scripts in **all CAPS**.
- Type who reads the story at the top IF it is indicated in the Talent/Anchor column
- Include CGs (lower third identifier) on your script (a location for VO, a name and title for SOT/soundbite).

**7. Interviews via Zoom:** (no in-person interviews at this time):

- Be sure to let the interviewee know you are recording.
- Make sure you’re the one hosting the interview, so the footage saves to your computer; ‘pin the video’ of the person you’re interviewing so we will only see that person in the recording.
- Be sure you record on your computer OR in the cloud.
- Get interviewees to say and spell their name at the start of the interview.
- Try to limit the interview to no more than 5 minutes.
- Plan 3 to 4 questions and listen for anything else you want to follow up on.  
(Think about information you need from each source - i.e. expertise, original point of view, personal reaction.. NOT something you can find on a website. EPs, producers and/or 206 instructors are happy to review questions with you.)
- Close by asking if the interviewee has anything else they want to add.

**8. Shooting video:**

- Social distancing must be adhered to if you shoot video with a camera and/or phone.
- Hold phone **horizontally**.
- Get variety of steady shots; a few wide shots, medium shots and close up shots.
- Hold each shot for TEN SECONDS; this will help when editing.
- Avoid pans and zooms.
- Always shoot more video than you think you need!

**9 . Selfie introductions:** (talk with your producer about this as a possibility for your story; ask producer/EP/instructors for additional instructions):

- Before recording yourself, write a script to be approved by instructor or producer.
- Be sure to record in a well lit, quiet place.
- Avoid beds, personal items, large distracting objects or all white walls in the background.
- Try to talk clearly and look into the camera/phone, which should be at eye level.
- Do 2 to 3 takes so you can choose the best one.

## **10. Uploading your video(s) and interview(s)**

- Check in with the show producer or EP before uploading video/interviews to make sure you only send what is needed for the newscast.
- Be sure you give the video or interview the same SLUG (name) that is in the newscast rundown.
- Upload videos to the Creative Cloud finished folder UNLESS you are told to upload to the raw folder.
- More instructional videos are on [resources.uscannenbergmedia.com](https://resources.uscannenbergmedia.com)

**11. Update Trello** as you work on your story.

**12. Check in** with the producer and instructors when you have updates.

Communication is key. Treat your shift as if you were in class. If you are not available or unreachable during your shift, you risk not getting credit for attending!

**13. Check in** with the producer/EP and 206 instructor BEFORE the end of your shift. This is an important part of your shift as you are often going to hand off your story to another student.

**If you have any questions, concerns, suggestions, please talk with your 206 instructor, faculty advisor Stacy Scholder (scholder@usc.edu), or your day-of-air executive producer. Producing quality content for a day-of-air newscast is a TEAM EFFORT. Every MJs contribution is important, valued, and needed to make the newscasts as informative, interesting, and relevant as possible for the USC community and beyond.**

#### **Spring 206 instructors**

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|--------------------|--|
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#### **Executive Producers**

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|-----------------------|--|
| M - Jillian Carmenate | <a href="mailto:carmenat@usc.edu">carmenat@usc.edu</a> |
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