



## DCM 108 – TELEVISION PRODUCTION

### FINAL PROJECT – TELEVISION NEWS BROADCAST (40%)

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Project: You have been assigned the responsibility of covering and relaying a human-interest story of your choice. Develop a television news package that mimics a LIVE production that switches from the newscaster to the reporters doing the human-interest story. Other than the human-interest story, develop at least one Sports and business story within the news package.

**(10 MINUTES)**

Nature: Group Project (Groups of 5 people)

#### Requirements

1. A **UNIQUE** name for your Television Station and the News Bulletin.
2. TV news running order and detailed TV news script.
3. At least 70% **original** human-interest story and a sports and business story (make use of newsworthiness judgment and news writing skills you have learnt) you can download the remaining 50%.
4. Commercial Breaks
5. A written brief.

#### Evaluation will be based on the following:

- i. The television news running order and TV news scripts. **(20 marks)**
- ii. Name of the television station and news bulletin captured in the newscast, the newsworthiness of the stories and the local angle in all the stories. **(10 marks)**
- iii. Organization of the stories: The headline's appeal and summary of the core of the newscast, the lead story choice, and the other choices. **(20 marks)**

- iv. The professional announcer: The television voice, speed, general delivery style, and audio quality. **(10marks)**
- v. Creative use and harmony of the camera shots. **(10marks)**
- vi. The Introduction montage, outro and commercial breaks **(20marks)**
- vii. A written brief explaining the target audience, newsworthiness of each story, the local angle in the stories and a critique of the process **(5marks)**
- viii. A brief discussion of the challenges and lessons learnt **(5marks)**

## **N/B**

1. The cumulative marks out of 100 marks will be converted to a mark out of 40 marks.
2. Coming up with a newscast is quite taxing and will involve a lot of time in the field and in the studio recording and editing. The earlier you start the better.
3. Make arrangements with the studio and book well in advance because the studio will be very busy towards the end of the semester.
4. The newscast will be submitted on the due date of the exam and previewed in the presence of all the other students during SHOWTIME. **(NO PROJECT WILL BE RECEIVED AFTER THE DEADLINE).**
5. BACK UP your work so that **no computers crashes and flash disks mal-function** when you are just about to submit your work!

**The finalized newscast should be submitted on a well-labeled DVD containing the running order, script, written brief and the TV News Video Clip file. The complete project will be submitted only on the due date of examination when the class will have SHOWTIME to preview what each group has done.**