

WOMEN'S RIGHTS NEWSCAST

MAP 12: Develop a working newscast within one period

Production Team

One team will volunteer to oversee and put together the newscast as a whole (due by next MAP day). This team will be composed of the following members: Executive Producer, Technical Director, Teleprompter Operator, Studio Tech, 2 Hosts, Floor Director, Cameraperson / Editor.

Intro and Transitions

The hosts will introduce the broadcast as a whole and then do leads-ins and outs from each story. The lead-ins should introduce the seriousness of the topic and perhaps include some pointed questions about them.

News Stories

Each topic assigned will have two teams producing an in-depth segment on a particular issue. The executive producer will choose the best story from each topic to include in the final broadcast.

Conclusion

The two hosts will wrap up the newscast with some more global observations and some friendly banter and then role the credits.



Preparing Your News Story

Your news story is due at the end of the period. Here are the steps to take to develop a script for your TV News segment.

1. Use a relatively current news event that connects to your topic as a hook to interest your audience.
2. Provide background and B-roll about some of the key historical moments related to the topic that have led up to the current state of the issue.
3. Connect back to the news event you started with.
4. Interview people with different perspectives on the current news event. These interviews may be fictionally portrayed by people in your group, but make sure to try to realistically portray believable points of view (don't just exaggerate them and go for the cheap laugh).
5. Lastly, wrap-up the story with concrete information about the current state of the news event and what might happen with it in the future.
6. Send it back to the hosts

Topics

Domestic Life: Women who work outside of the home often have a double burden. On average, they do more household chores and care-taking of the kids in addition to their work responsibilities.

Health: Women face far more cases of misdiagnosis than men do, and female specific health issues are often researched less than male ones. Women also sometimes have to fight to get to medical products covered by health insurance or to be exempted from taxation.

Media and Beauty Standards: Women tend to be objectified for their beauty in the media. Young girls see airbrushed models and struggle with trying to achieve unhealthy and unrealistic standards.

Women, Race, and Ethnicity: Women of color participated in the Women's Rights Movement, but they still earn far less than white women and are more likely to be assaulted.

Sports: Title IX ushered more women into sports, but they are still paid less, receive less media attention, and are sometimes shamed for developing fit or muscular physiques.

Work: Women are paid less money than men for the same jobs. In addition, traditionally women's professions pay less and women in the U.S. don't get paid childcare leave.

Politics: Women couldn't vote until 1920 in most of the country and have lagged far behind in terms of political representation for congress. What groups support them? Do they have an equal chance in modern America or is there still a glass ceiling?

Keys to A Successful Script

Writing a TV news script is a lot harder than you might think. Even those skilled in journalism struggle if they have to turn a story meant to be read into a tight script that needs to be heard. However, you can perfect your TV news writing style if you learn the basics.

1. **Be Sure to Write for the Ear:** Always read your script out loud in a conversational tone so you can judge if an audience will be able to understand it. Unlike a newspaper story, your broadcast audience only gets one chance to understand your story.

2. **Avoid the Passive Voice:** Passive voice writing jumbles up the usual sequence of subject, verb, object in active voice writing. This sounds like a lesson from English class, but it really makes a critical difference in broadcast.

3. **Use Present Tense Wherever Possible**

4. **Write Stories for People:** It's easy to get mired in what you're writing and forget who you're writing for—the people watching your newscast. Viewers need to feel your stories are directed at them, or else they'll tune out.

5. **Befriend Action Verbs**

6. **Be Careful With Numbers:** Numbers are hard to absorb, especially if there are a lot of them. Try to make your point with a number or two, then move on.

7. **Move the Story Forward:** A good TV news story ends by telling the audience what will or might happen next given the trends

Suggested Team Roles

1. Lead Scriptwriter
2. B-Roll Coordinator
3. Videographer
4. Interviewer
5. Interviewees
6. Editor

