



THE BREAKDOWN: BROADCASTING

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WHAT IS NEWS BROADCASTING?

- News broadcasting is the medium of broadcasting of various news events and other information via television, radio, or internet in the field of broadcast journalism. The content is usually either produced locally in a radio studio or television studio newsroom, or by a broadcast network.

ANCHOR & REPORTERS

- **Anchor** – News anchors are responsible for presenting stories on-camera, usually from a studio location though work can take place in the field.
- **Reporters** – reporters are usually sent in the field.

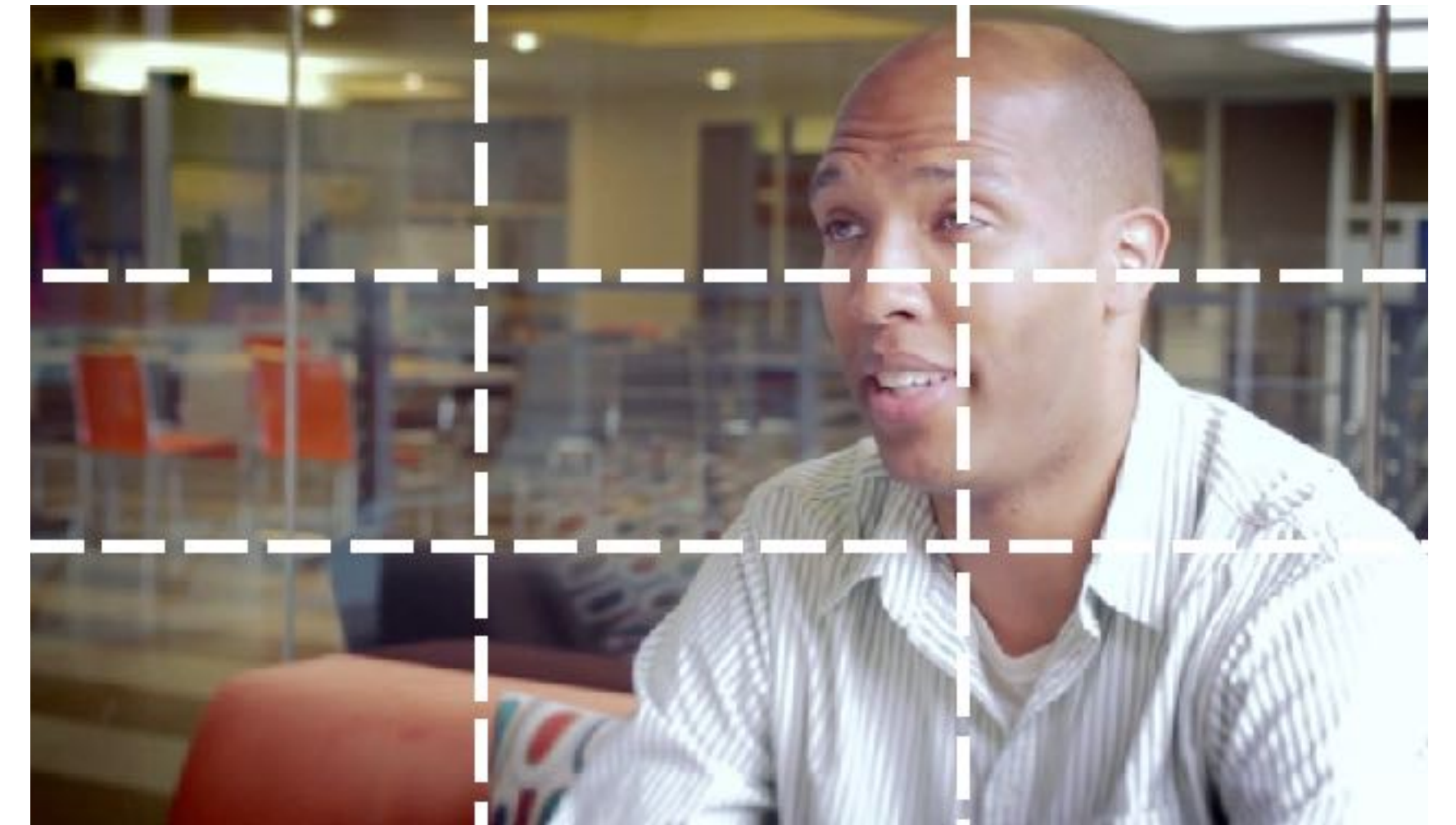
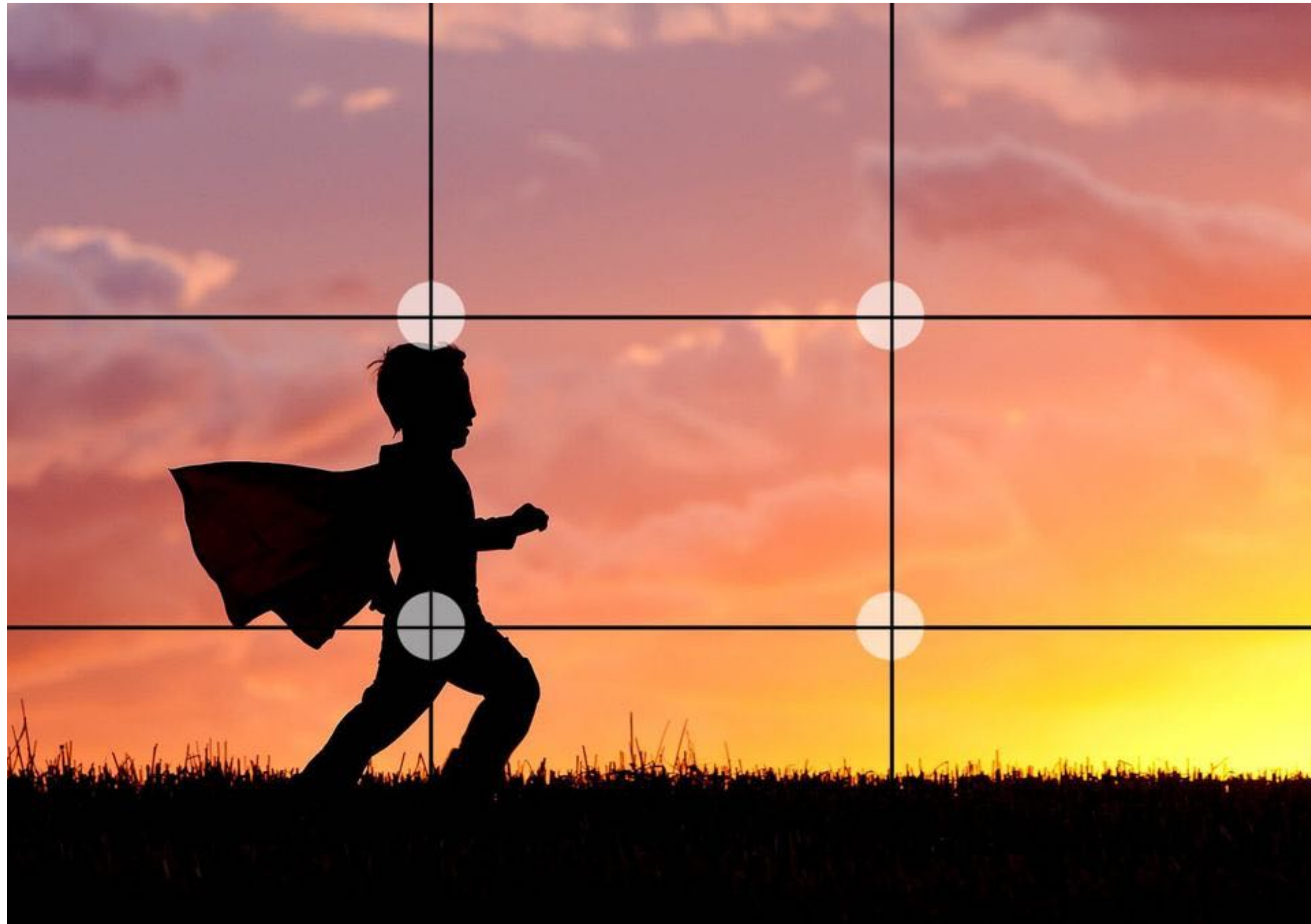




VIDEO JOURNALIST

- Video Journalist or VJ – A reporter who shoots his or her own video and may even edit it. Also referred to as a “Multimedia Journalist.”
- Videographer – A name for a photographer or cameraperson.





RULE OF THIRDS - The rule of thirds is applied by aligning a subject with the guide lines and their intersection points, placing the horizon on the top or bottom line, or allowing linear features in the image to flow from section to section.



LOWER THIRD

- Lower Third - the bottom third of the frame containing text information regarding the current story, the anchors' or interviewee's identification, and other relevant captions.



OTHER TERMS

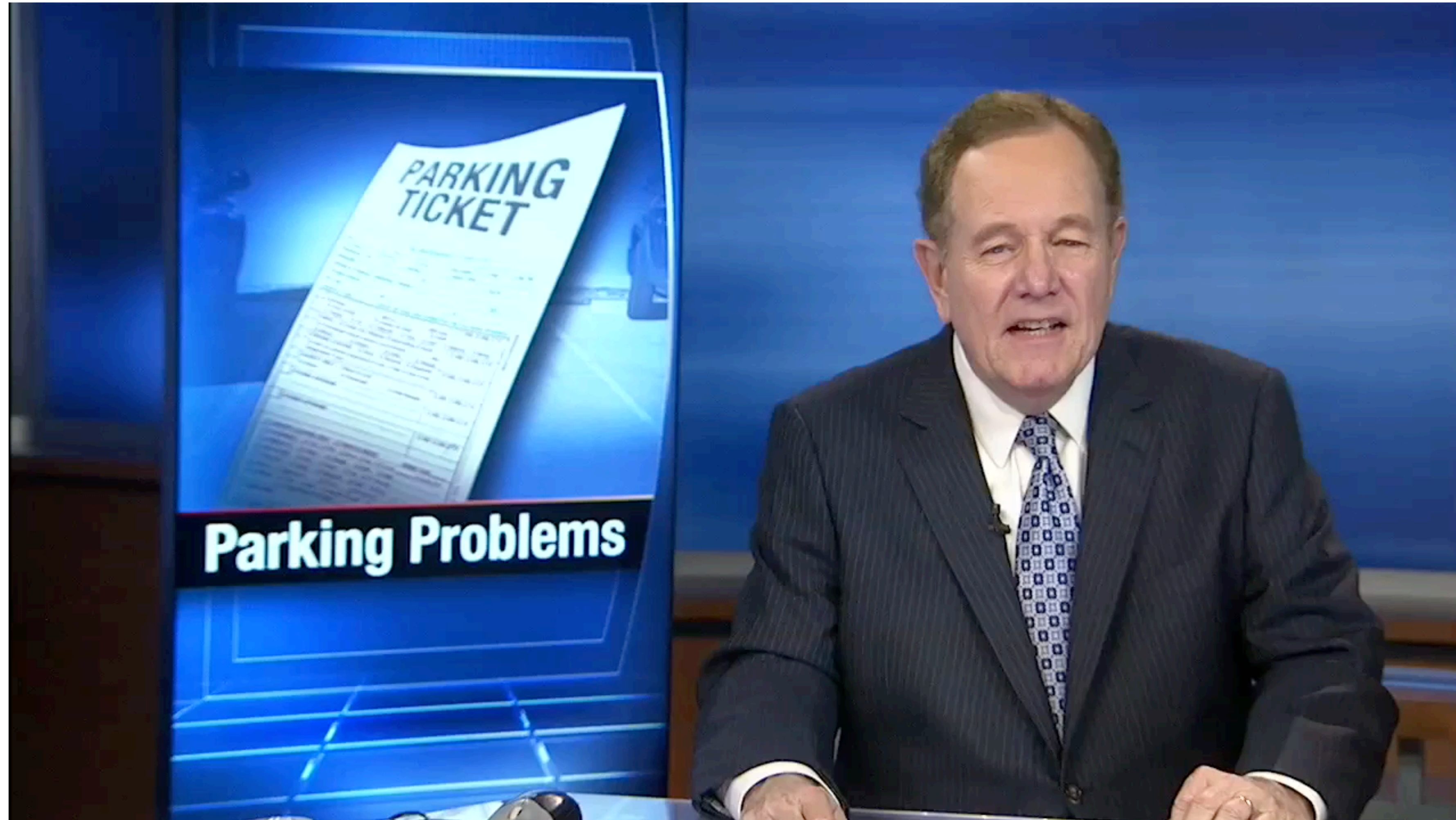
- **MOS** – An acronym for “man on the street” interview, in which a reporter on location gets spontaneous sound bites comprised of reactions to a story from members of the public.
- **NATSOT or NAT Package** – A type of pre-produced package that has no reporter track; the only audio is the natural sound of the video being shown. It may also use interview sound bites. Often used to convey the mood or atmosphere at a scene or an event.
- **NAT Sound** – Natural sound on video that the microphone picks up. Example: Including sound of a rally with video of a rally.
- **Package** – A pre-recorded, pre-produced news story, usually by a reporter, with track, sound, B-roll, and possibly a stand-up.
- **SOT or Sound Bit** – “Sound on Tape.” A recorded comment, usually audio and video, from a news source other than the anchor, narration, or voiceover, played during a news story. Usually an edited portion of a larger statement.
- **VO or Voiceover** – “Voiceover” followed by “sound on tape.” A news script, usually read live, that includes video, track, and at least one sound bite.
- **VOSOT** – “Voiceover” followed by “sound on tape.” A news script, usually read live, that includes video, track, and at least one sound bite.

NAT PACKAGE



Watch 'CNN' Video Here: <https://www.youtube.com/watch?v=m1Yff-9MZs>

VOSOT



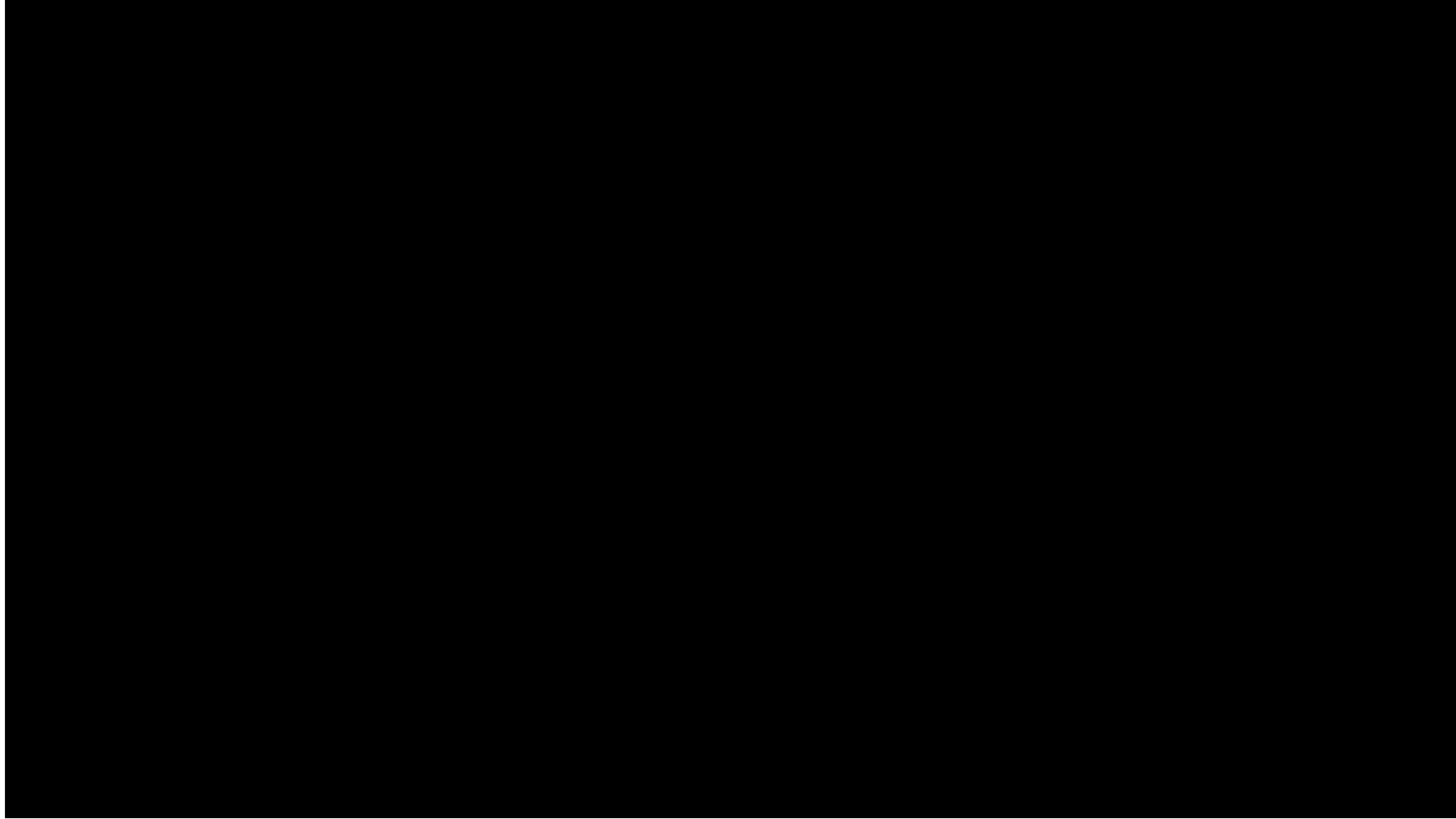
Watch the video here: <https://www.youtube.com/watch?v=crmzHKOjnn4>

NEWS PACKAGE



Watch Video from NBC Here: <https://www.youtube.com/watch?v=70RHq2bXLqI>

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Watch Video from 'CBS' Here: https://www.youtube.com/watch?v=5F6_rf5ubkk

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Watch '11Alive' Video Here: <https://www.youtube.com/watch?v=BgMVJ29PbxU>

NEWS PACKAGE



Watch 'WTOC' Video Here: <https://www.wtoc.com/2019/10/08/community-wants-climate-change-be-priority-with-elected-leaders/>



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QUESTIONS

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