

## Activity 9-1

### Chapter 9 Review

#### Matching

Match each of the following chapter terms with the corresponding definition.

- |       |  |                         |
|-------|--|-------------------------|
| _____ | 1. Also called sound bite.   | A. Non-mainstream media |
| _____ | 2. A news story that is introduced by an anchor, but is delivered by a reporter who is live on location. | B. Hard news            |
| _____ | 3. Television news programming that is expected to express a particular point of view.                   | C. SOT                  |
| _____ | 4. A package that covers soft news stories connected to current events.                                  | D. Live shot            |
| _____ | 5. An edited story that contains its own intro and outro and can be inserted into a live program.        | E. Package              |
| _____ | 6. Type of news story containing information that viewers need to have immediately.                      | F. News feature package |
|       |  | G. Tabloid media        |

#### Completion

Complete the following statements with the appropriate word or phrase from the chapter.

- \_\_\_\_\_ 7. \_\_\_\_\_ media is the most highly respected form of broadcast journalism.
- \_\_\_\_\_ 8. In a professional broadcast journalism environment, the \_\_\_\_\_ and news director decide which stories will be covered by journalists.
- \_\_\_\_\_ 9. Various \_\_\_\_\_ are considered when judging the newsworthiness of a story, including proximity, conflict, timeliness, and emotion.
- \_\_\_\_\_ 10. "Breaking news" stories are examples of \_\_\_\_\_ news.
- \_\_\_\_\_ 11. The fastest way to get a story to the public is through a(n) \_\_\_\_\_.
- \_\_\_\_\_ 12. A story that is shot and edited prior to a newscast is called a(n) \_\_\_\_\_.
- \_\_\_\_\_ 13. A(n) \_\_\_\_\_ is footage that depicts a reporter standing in front of the camera, speaking directly to viewers from the location of a story.
- \_\_\_\_\_ 14. The \_\_\_\_\_ hands out story assignments to reporters after the morning meeting.

## True/False

Indicate if the following statements are true or false.

- T    F    15. Tabloid media is considered more entertainment than news.
- T    F    16. The timeframe of a newscast can be lengthened to accommodate all newsworthy stories.
- T    F    17. Hard news is characterized by seriousness and timeliness.
- T    F    18. Under normal conditions, an anchor's earpiece carries the audio of the news program as heard by the television audience.
- T    F    19. A reader is a story introduced by an anchor and delivered by a reporter on location.
- T    F    20. An extended package typically provides more in-depth coverage on a specific story.

## Multiple Choice

Select the best answer from the options provided for each of the following.

- \_\_\_\_\_ 21. A(n) \_\_\_\_\_ is a type of story in which the audience sees B-roll video and hears the anchor reading from the teleprompter, followed by footage of a comment from a principal player in the story.
  - A. reader
  - B. VO
  - C. VO-SOT
  - D. live shot
- \_\_\_\_\_ 22. The term \_\_\_\_\_ refers to the careful determination of facts included in the stories presented during a newscast.
  - A. journalism
  - B. editing
  - C. directing
  - D. broadcast
- \_\_\_\_\_ 23. A package that covers hard news and/or current events is called a(n) \_\_\_\_\_.
  - A. personality feature
  - B. feature package
  - C. extended package
  - D. news package
- \_\_\_\_\_ 24. The purpose of \_\_\_\_\_ footage is to establish that the news team was at the story location or to demonstrate action related to the story.
  - A. B-roll
  - B. SOT
  - C. stand-up
  - D. patter
- \_\_\_\_\_ 25. The \_\_\_\_\_ is a constantly changing outline of time slots in a news program.
  - A. programming schedule
  - B. outline script
  - C. news package
  - D. rundown

## Activity 9-2

### News Elements

*Choose five current stories from local, national, or world news sources and list the headline for each story. Determine whether each is a hard news story or a soft news story. Identify which news elements (proximity, timeliness, prominence, consequences, conflict, unusualness, emotion, achievement, and contrast) each story addresses.*

1. Headline: \_\_\_\_\_

Hard news or Soft news

News elements: \_\_\_\_\_

\_\_\_\_\_

2. Headline: \_\_\_\_\_

Hard news or Soft news

News elements: \_\_\_\_\_

\_\_\_\_\_

3. Headline: \_\_\_\_\_

Hard news or Soft news

News elements: \_\_\_\_\_

\_\_\_\_\_

4. Headline: \_\_\_\_\_

Hard news or Soft news

News elements: \_\_\_\_\_

\_\_\_\_\_

5. Headline: \_\_\_\_\_

Hard news or Soft news

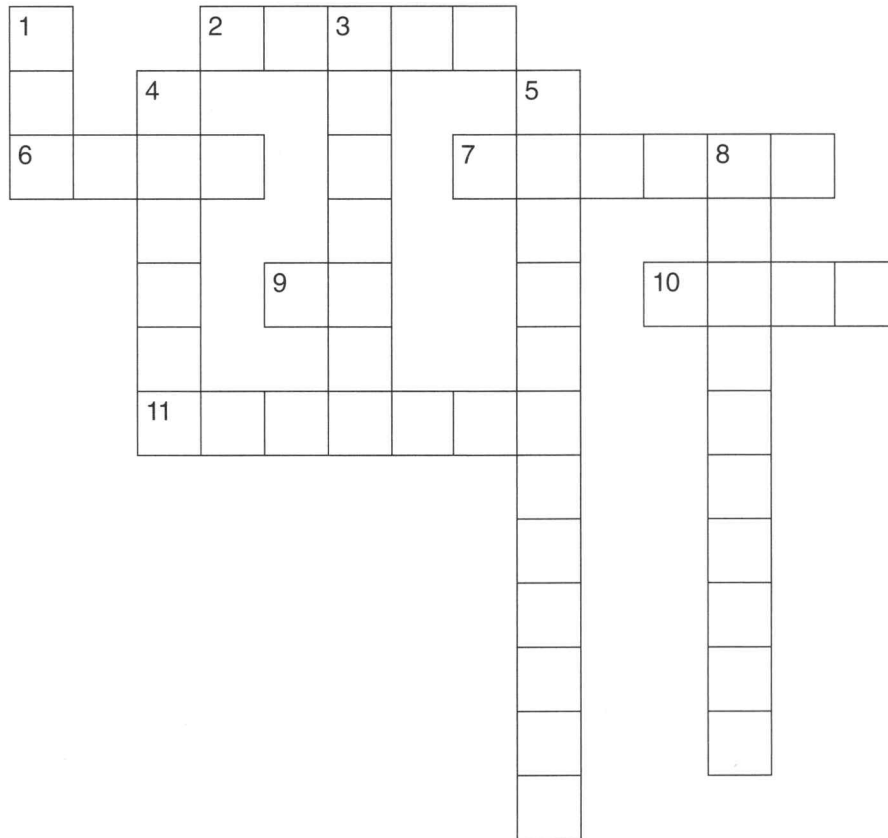
News elements: \_\_\_\_\_

\_\_\_\_\_

## Activity 9-3

### Puzzle

Complete the crossword puzzle using terms and other words from the chapter.



#### Across

- 2 The salutation at the end of a story.
- 6 A specific area regularly covered by a reporter.
- 7 A story that does not have video to accompany the text.
- 9 Abbreviation for voiceover.
- 10 Information people want to know, information they should know, or information they need to know.
- 11 The organization of stories and sequence of a newscast in written form.

#### Down

- 1 A line of communication between the anchors and the producer in the control room.
- 3 Type of television news programming that stretches and exaggerates facts.
- 4 Spontaneous on-air small talk between anchors or anchors and a reporter on location.
- 5 Type of human interest feature story that focuses on one person and why that person is newsworthy.
- 8 A story that is appropriate to be broadcast at any time of the day and time of the year.