

## Guidance for script-writing in eSEQ

Writing a script will be clearer and look more professional if you are consistent in your use of terms. There are a variety of terms used in script writing and they vary slightly from organisation to organisation. We suggest the following:

**PRESENTER INTRO/In Vision** this is the script for the presenter to introduce and summarise the story in simple headlines, also known as the cue.

**SOT** meaning Sound on Tape is a section of commentary, also referred to as comm., script, voice-over or narration.

**INT** is an interview clip, also referred to as sync, or a sound bite. You may find it helps to show the in and out words of the clip.

**PRESENTER OUTRO/In Vision** is the script for the presenter's out words, also known as a Back Anno.

**T/C** this is the time code. You should add this to each section of your video so that it is clear which video clip your commentary relates to.

A sample script might look something like this:

### **Title: Bird Flu**

**PRESENTER:** Jon Rain

**REPORTER:** Zara Smith

**T/C: 00.00**

#### **PRESENTER INTRO**

##### **In Vision Jon**

The government has called on the public not to panic after a deadly strain of avian flu has been found in birds in Turkey. Health experts today confirmed that Turkish flocks do have the H5N1 strain responsible for the deaths of 60 people in South East Asia but played down fears of an outbreak in Britain. Zara Smith reports.

**T/C: 00.20**

#### **SOT Zara**

Scientists in North West Turkey today confirmed that wild fowl here have contracted the fatal H5N1 strain of bird flu also found earlier this week in neighbouring Romania. But health officials here in Britain are warning against over reaction. David Salisbury head of immunisation at the Department of Health says that vulnerable groups such as the young and the elderly should seek advice from their GPs on the availability of flu vaccinations.

**T/C 00.44**

#### **INT Salisbury**

" People should not begin to.....

.....that's why we suggest they talk to their GP if they are concerned."

**T/C 01.05**

#### **PRESENTER OUTRO**

##### **In Vision Jon**

That was Zara Smith reporting on Government advice, not to panic over fears of an outbreak of avian flu.