

05/24/07

WRAPSLUG0524

Your Name

Anchor intro is formatted in sentence-case, lines double-spaced, and each sentence is its own indented paragraph.

The cut-line has the slug, run time, and the standard out cue.

**WRAPSLUG0524****TRT :60****SOC**

News copy script is in sentence-case, double-spaced, one inch margins, and you're about to hear from John Doe in Columbia.

*"Here is a bite is not indented, is transcribed verbatim, put in sentence-case, single-spaced, and italicized. After the bite you'll notice the name of bite's wave file followed by the bite's length in parenthesis." JOHNDOE1 (:12)*

The wrap's news copy continues here in normal sentence-case and each sentence is still typed as its own indented paragraph.

Then John Doe is going to say something else.

*"Another bite verbatim, sentence-case, single-spaced, and italicized." JOHNDOE2 (:08)*

Then the reporter says something incredibly memorable and written in active-voice.

Since we have high quality reporting at this station, our reports include interviews with multiple sources.

Next we will hear from John's estranged wife, Jane.

*"Here is a bite is not indented, is transcribed verbatim, put in sentence-case, single-spaced, and italicized as she lambastes her husband John Doe." JANEDOE1 (:13)*

Then the standard out-cue is the reporter's name and the station as you will see next.

Jim Matheny, KBIA News.