

**Client/Vodcast name**  
**Title of Spot**  
**LEAD**

**Student's name/date**

<p><b>VO: NAT/SOT</b> – <i>This is a video instruction for “voiceover: natural sound on tape.” It is used when the intention is to place an audio track (voice, music and/or SFX) over video using its natural soundtrack. If you want a straight voiceover without the natural/raw sound, the video instruction is VO/SOT (voiceover/sound on tape)</i></p> <p><b>:04 WS of Announcer 1 in front of store</b> – <i>Brief descriptions of each shot are placed in relation to the appropriate point in the copy. <u>In the case of a finished script</u>, the shot width and length are indicated with appropriate abbreviations: WS (wide shot), MS (medium shot), CU (close-up). <u>In the case of a rough draft</u>, provide a brief description of each video sequence.</i></p> <p><b>:03 MS – Announcer 1 walks through front door into the store</b></p>	<p><b><u>MUSIC: “THEME FROM SHAFT”</u></b> <b><u>(ESTABLISH, THEN UNDER)</u></b></p> <p><b><u>(ANNOUNCER 1)</u></b></p> <p>Television scripts use a two-column format. Video/visual instructions are located in the left column, with the audio script (voice, music, SFX) in the right. These instructions need to be concise and precise, leaving no doubt as to the writer’s/producer’s intentions.</p> <p><b><u>(ANNOUNCER 2)</u></b></p> <p>The audio script in the right column uses broadcast style. At the end of the first page, indicate there are additional pages to come be writing “more” (as shown).</p>
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<p><b>:09 Soundbite package</b> – <i>Indicate in the <u>right</u> column the incue (IC) – the first few words of the soundbite – and the outcue (OC) – the last few words of the soundbite.</i></p>	<p>(IC: “I was so happy...” OC: ..changed my life.”)</p>
<p><b>:05 WS of merchandise on store shelves</b></p>	<p><b><u>(ANNOUNCER 1)</u></b></p> <p>Here’s the technical formatting stuff you want to know. To create a two column/one row table in your WORD document. Use 1.5 line spacing in the right (audio) column. This makes it easier for the announcer to read. Single space in the left (video) column.</p>
<p><b>:04 CU of Announcer 1’s face</b></p>	<p>It is easy to line up the instructions on the left with the script on the right using hard returns. To have a clean document without hand-written headers, <u>you have to create a new table for each page</u>. Sure, it’s a pain. But that’s what you have to do if you want to have a professional document.</p>

