

Tv beat reports example

[Media](#), [Interview](#)



- 1) Find a story idea of your own. Do not find a story in another medium (online; newspaper; TV newscast) and decide to reiterate what is already done, but rather make it an original story.
- 2) What is the story; briefly explain how you came up with the idea.
- 3) Why should anyone want to watch your TV report on this subject? Does it target a specific audience?
- 4) List three people you would interview (only one expert).
- 5) List 8 - 10 visuals you would shoot to cover your story.

1. What is the story; briefly explain how you came up with the idea.

An odd incident occurred last month at a local restaurant known as Dim Sum King, in which a mouse fell from the ceiling on to the shoulder of a customer prompting the kitchen staff to kill the rodent using utensils. Yelp. com reported that after the kitchen staff killed the rodent, the owner of the premises called the pesticide company and the health department of San Mateo County. The pesticide company blamed the incident on a faulty roof.

2. Why should anyone want to watch your TV report on this subject? Does it target a specific audience?

Food hygiene and safety have always been important topics on the social arena. The target audience for this story would be the residents of San Francisco and Daly City locals who shop at the nearest supermarket Ranch 99.

3. List three people you would interview

1. [Name], who is one of the customers who witnessed the entire incident and took a video of the same on phone. [Phone number]
2. [Name] - The owner of the restaurant [Phone number]

3. [Name] - Public Information and Communication Officer at San Mateo County Health System [Phone number]

4. List 8-10 visuals you would shoot to cover your story

1. Yelp review

2. Michael's video

3. Interview conducted with the restaurant's owner

4. the inside and Outside of the restaurant (b-roll)

5. Customer's interview

6. San Mateo County official's interview

7. Previous health violation records

8. Rodent report