

Lesson Plan

Creating a Rundown

Project Summary

You have ten amazing stories and you're ready to create your rundown. However, how? Where do you put them? What should be your top story? Your second story? Are there guidelines, on where you should put things? Creating a rundown is a personal, subjective, and a creative process, however, there are strategies that can make your newscast rundown stronger.

- Total Lesson Time - 2 Hours
- Standards: STN B5.1, STN B5.2
- Subject/Pathway/Industry
 - A/V Technology & Film Career Pathway (CTE)
 - Broadcast Journalism

Performance Objectives

1. Identify "What is a rundown and why is it important?"
2. Gather your news stories, and rank them from 1 to 10. One being your top story, and 10 being your least important story.
3. What makes a top story, a top story? Evaluate the quote: "If it bleeds, it leads."
4. Evaluate the rundown ranking. Why did a student choose a story in that position?
5. Review key questions that producers use to decide the order of the rundown: What story has the greatest impact? What story has the least impact? How can I blend stories, to help deliver content?
6. Revisit the ranking of stories. Is there a change in the rundown? Why did you change your story? Did you eliminate any story?
7. Discuss prioritizing stories. Explain to students that every rundown is different. Every newscast is different. Many times, after the top story all newscasts have a different way of prioritizing stories.
8. Create two rundowns, one for two different audiences. Understand Rule #1 in creating a newscast: Know your audience.

Resources & Equipment

1. Pen/Pencil
2. [Rundown How-To Tutorial](#)
3. Rundown Creator, Shoflo (or similar) -OR- Excel, Google Sheets (or similar)
4. Local newscasts rundown examples

Industry Testimony

"There will always be more content available than time. Remember to consider your viewing audience and what they need to know now. Prioritize that information with consideration to flow and cap your show with something light hearted or fun. A good job stacking stories will make your newscast a winner every time."

- Alex McBurney, KIRO-TV Director and Producer

Assessment

Mingle, Pair, Share

A great activity to get students moving and encourage them to interact with everyone in class.

1. Students mix around the room silently as music plays in the background. When the music stops, each student finds a partner closest to them.
2. When all students have found a partner, allow the first student one minute to go over their rundown and one minute for their partner to give feedback. Then, the partners will switch roles.
3. After both partners have had a chance to speak, the music will start again, students mingle, when music stops they find a new partner. Repeat steps 1 and 2.
4. Allow for at least 3 rounds of mingle, pair, and share to allow each student ample feedback.

Contact

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