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## UNIT 4 NEWSROOM SETUP: ELECTRONIC MEDIA

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### 4.1 INTRODUCTION

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In the previous unit you have read that newsroom is a place where presentation/production of news takes final shape. In newspapers, all pre-printing jobs like editing, giving heading to a news story, deciding its place and page of appearance and page making etc. are done in a newsroom and when pages are released; work of the Newsroom is over. However, television is a different ball game - here production of the news bulletin is more complex. It is hi-tech, it includes different sections of the news channel, things keep changing till the last moment and even during the telecast of the bulletin, so it becomes an ongoing process.

To be a good or competent newsroom person, one needs to be conversant with modern information and telecast technologies. Though there are some differences in the technologies being used at different channels, more or less, the same basics are followed everywhere, so if you learn these basics, you can begin work in any channel with ease and pick it up in a short time.

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## 4.2 LEARNING OUTCOMES

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After going through this unit, you should be able to:

- discuss the functioning of a television newsroom;
- describe the production process of a news programme;
- analyse the functioning of various desks in a television newsroom; and
- use the vocabulary of a television newsroom.

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## 4.3 NEWS PRODUCTION IN A NEWS CHANNEL

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To understand the functioning of a newsroom, it's imperative to first take a look at the production process of news bulletins or a news programme in a news channel. Let us have a glimpse.

We have already stated that newsroom setups are not similar in all the channels, and there also differences in the nomenclature of desks and personnel. For example, in some channels, the people who are in-charge of news bulletins are called **Producers**, whereas in some other channels they are called **Output Editors**. In the same manner what is termed the **Assignment Desk** in some channels, in the other channels, it is known as the **Input Desk**.

As in any news media, there are two branches for the production of news in a channel. First is the news gathering and second is to make the raw news presentable for the viewers. Newsroom comes into the picture in the second stage. When a reporter has done his/her job of news gathering, which here means shooting of the story, the work goes forward.

First the reporter comes back to the newsroom and writes his/her script. These days it is done on computer, which is connected to all computers of the office through local area network (LANs). In fact, these days, computers are connected through wide area networks (WANs) as well, so the senior officials of the news channels also remain connected to the office systems from anywhere.

After the script is written, it goes to the script desk, where it is checked by a senior person. When the script is cleared, reporter takes it and goes for the voice over and video editing. Video editing is a technical process. In every channel now, reporters are required to edit their stories themselves. A video editor, who is a technical person, checks the edited story before it is published for telecast. As the story is published, the reporter hands it over to the production/output desk.

Production/output desk can then include that story in a **Rundown**; in some channels it is also known as a **Run Order**. A Rundown or a Run Order is a sequence of Headlines and stories, which are to be played.

Then, the Production/output person goes to the PCR (production control room) with the Rundown. From there, the final telecast takes place which is entirely a technical process executed by engineers and other technological experts. However, a newsroom person or a journalist always remains there, because, s/he understands the News, and it is his/her responsibility to keep the bulletin or the programme in order. If there is breaking news, only a journalist can decide how to go into it, how long to stay on that news, what is the need

of the coverage, i.e., whether any live interview or graphics are needed, it is s/he who feeds the latest information regarding that news to the anchor. Actually it is the news producer / output editor, who editorially or you can say, content-wise controls the show.

Here we mentioned three main functions of the newsroom- Scripting, making rundowns and executing the rundowns. But there are other functions as well which are performed by senior journalists. These are mainly related to conceptualisation, planning and execution. In any channel, the news takes shape from here. It is at this level, that the policies are formulated and the whole newsroom gets its guidance.

As we now understand the main functions of a newsroom, we are in position to know its structure, for the simple reason that the structures are made to perform the functions and achieve the targets.

Electronic media Newsrooms mainly consist of three desks. These are: Assignment or Input desk, Output desk and Script desk. These desks are additional to the sitting arrangements of reporters/ bureaus, as well as other journalists/functionaries of the channel.

### Check Your Progress 1

- Note:** 1) Use the space below for you answers.  
2) Compare your answers with those given at the end of this unit.

1. What qualities does a person need to be effective in a TV newsroom?

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2. What are the three main desks in a newsroom?

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## 4.4 ASSIGNMENT/INPUT DESKS

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As the name suggests, the responsibility of this desk is to arrange and give input to the channel. In practical terms, it means feeding the channel with news items and information, which can be produced and presented to the viewers. This desk consists of many input editors, who work under the guidance of their in-charge and have many functions to perform. Let us look at the job of assignment/ input desk.

### 4.4.1 Overseeing Reporters

The reporters of the channel come under the assignment/ input desk. From there, they get their work assigned. They have to report to this desk. The reporters are expected to keep the assignment/input desk informed about the status of their stories. If they come to know about any new information or breaking news, they first pass it to the assignment/ input desk. It is this desk, which decides

what to do about that information, how much importance it is to be given, and how it is going to be played up.

This is the desk which is responsible for whatever news and information you watch on a channel. So, input editors keep an eye on whatever is happening in the world. They continuously keep track of the news agencies, other news channels and news web sites. They are expected to flash all the information that they think would be useful for a channel and the journalists there.

#### 4.4.2 Arranging Visuals

TV being a visual media, visuals are of prime importance there. Every news channel wants to be the first to air the visuals. They also want to air the best visuals available. You can get an idea of this race only by being in a TV newsroom. It is the duty of the assignment/input team to fulfil this need of the channel and they keep pressurising reporters on the spot, to send the visuals as soon as possible. As the visuals are uplinked, they immediately inform the output team and as the visuals arrive they give all the related details to them.

In addition to channel's own sources, the assignment/input team have to continuously track the agencies, like APTN, REUTERS and ANI. Most of the channels subscribe to the services of these agencies and are dependent on these agencies for the visuals of the events and the developments happening in the foreign countries.

The assignment/input desk is also expected to keep an eye on the foreign broadcasters, so that they are aware of the events taking place in the areas or countries of interest of the viewers of that particular channel. By overseeing these channels, they also get the idea of the visuals that might be available in due course to their channel.

#### 4.4.3 Arranging Phone-in interviews

When news breaks in, generally the information first comes through phones. If the news is big, then the channels try to stay on it for many hours. It takes time to show the visuals or bytes of the eye witnesses or authorities, due to a simple reason that the reporters or the technical infrastructure can't be present everywhere. As they try to reach there as soon as possible, the channel has to give the latest information to its viewers. So, here come in phone-in interviews. These interviews are called **Phonos** in newsroom parlance.

The assignment/input team first lines-up all their reporters, who can give any piece or type of information or perspective regarding the development. A competent assignment/input team keeps an updated phone directory of important persons from every walk of life, so that they can be approached for information or their perspective in case that a big event or a development occurs in their field. The aim is to keep the viewers engaged, so that they don't switch over to any other channel. Continuing with the latest and new information, new elements, and new perspectives, the newsroom tries to achieve their aim. And providing all these NEW information is the duty of the assignment/input desk.

Phonos are not required only in the case of breaking news. During normal coverage also, Phonos are required to get updates or for getting reactions of

the concerned parties or persons. It is the assignment/ input team that arranges these.

#### **4.4.4 Monitoring Other Channels**

The assignment/input desk is required to continuously monitor the other channels, which are its competitors. After all, there is a cut-throat competition to attract more and more viewers. News channels are vying for snatching viewers of the other channels. So the most important thing is to know, which channel is showing what, and in what manner. Based on this information and its analysis, channels prepare their strategy. Generally, the assignment/input desk keeps flashing headlines of other channels every hour on an intra-mail system of the organisation. They also tell the whole team, if some other channel has any exclusive story or extra information/input regarding a running story.

#### **4.4.5 Story Planning**

Story planning is a major responsibility of the assignment/input desk. They have to assess the different angles of a story, what elements are required to present the full picture, from where these elements will come, and which reporter is best suited to do that story. After assessing all these aspects, the story is assigned to a reporter; s/he is given a detailed guideline to proceed with, and is also told the deadline. Then the assignment/input desk informs the newsroom about the Expected Time of Arrival (ETA) of the story. It is duty of the assignment/input desk to follow and make reporters follow the timetable. Sometimes, a single story needs input from many places. For example, if a story is being done on a controversy regarding an advertisement featuring a cricketer, it might be the case that the player at that time may be in Bangalore and the ad company officials are in Mumbai. Naturally, the bytes will have to be taken in those cities. In addition, it may be imperative to give voice of the fans of the player. These have to be brought from different places. Coordinating and collecting all these inputs and handing it over to the story packaging team are the responsibilities of the assignment/input desk.

#### **4.4.6 Forward Planning**

Forward planning implies planning for the near future. Many dates fall in the coming weeks or month, which may be important for news coverage. For example, festivals, birthdays of celebrities, elections, sports tournaments, and release of big budget/ multi-starrer films. It comes under forward planning to prepare a calendar of these events and suggest how the channel should cover it. Providing background material of each and every such event is also the job of the assignment/input desk. The day, every channel will play up the event, your channel should not lack in any aspect or look dull. The assignment/input desk also has to shoulder this responsibility.

From above discussion you would have understood that the assignment/input desk of the newsroom is very important. It is the provider of the information, story and perspectives. How other parts of the newsroom perform is totally dependent on the assignment/input desk. In fact, their roles begin after this desk has done its job.

### Check Your Progress 2

- Note:** 1) Use the space below for you answers.  
2) Compare your answers with those given at the end of this unit.

1. List some of the activities undertaken by the assignment desk.

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2. Why is it important for a news channel to monitor other channels?

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## 4.5 OUTPUT DESK

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The Assignment/input desk gives raw material and the Output cooks it up as ‘digestible food’ for the news hungry audience. To keep the audience engaged, the ‘food’ should be tasty enough. It’s the duty of the Output desk to ensure that the raw information is produced in a presentable format, in the shortest possible time frame and put on air.

Output persons have many functions to perform. One should always keep it in mind that the job at the output desk is half journalistic and half technical. If you aspire to work at the output desk, then you must be conversant with modern information and telecast technologies and computer savvy. You must have the knowledge of video editing, news publishing in technological terms, making published stories ready for telecast and all technological nuances of telecast that come across when a news bulletin or a news programme is being aired. You must be aware of the vocabulary of all these processes.

Nowadays, all output persons are expected to (in fact in many channels required to) know video editing. As visuals and bytes arrive, the output team has to edit it in a way that it is available for telecast within minutes. Sometimes when reporters are not present in the office, output persons have to make the full story themselves, so that they fulfil the duty of a reporter as well. Thus the job of output person is like an all-rounder who performs different functions at different times.

Let us now have a look at the main functions of the output desk:

### 4.5.1 Preparing the Rundown

This may be considered as the foremost job of the output team. In some channels, a Rundown is called as a Run Order. It’s the order or the sequence in which the news is planned to be aired. Before every bulletin/programme, an output editor is assigned to make the rundown. S/he prepares it as per the directions of the news editor/executive producer. Generally, a set pattern is followed while making rundowns but nowadays, breaking patterns are in vogue. For example, earlier, headlines had to be the first item in a news bulletin. But now, to present

a surprise element to the viewers, channels sometimes begin the bulletin with impressive visuals or interesting bytes. In conventional terms, these things are called **teasers**, and now often, teasers are becoming the first thing in a news bulletin.

The pattern of a Rundown is given below –

- Headline
- Anchor Link giving a glimpse of what is special or interesting in his/her kitty.
- News stories
- Discussion with guest or reporter (if it is planned)
- Teaser before going for a commercial break
- Commercial break
- Come back
- Headlines (optional)
- News stories
- End of the bulletin.

News bulletins or programmes may be of half an hour or an hour's duration. This pattern continues if the bulletin or the programme is of an extended duration.

### **2.5.2 Executing the Rundown**

It is the duty of Output Editor (OE) / producer to execute the rundown and for doing this s/he has to go to the PCR (production control room). The OE/Producer works there with a team of technical persons. The OE/Producer is expected to be present in the PCR much before the actual telecast begins. The person has to line-up the OBs and PHONOS. If the anchor is doing continuous bulletins and cannot find time to go through the Rundown, s/he has to tell the anchor the whole plan of the bulletin.

While the bulletin is in the progress, the OE/Producer is the point person and is answerable for all content related matters. Thus it is a job of responsibility and a job of journalistic as well as technical competence. In case of breaking news, skills of the whole team of a news channel are tested, but it's a special test for the OE/Producer. S/he has to take decisions then and there and has to feed the anchor with the latest information and also direct the PCR team to go where, how and to whom. S/he has to coordinate with reporters, keep a track on coming visuals and bytes and get them played according to importance and novelty.

The job of making and executing rundowns is given to capable and experienced people. On a news heavy day or during the breaking news situations, they are assisted by other people at the output desk as well.

### **2.5.3 Getting Stories on Air**

As discussed above, the input desk arranges stories and raw materials and hands it over to the output desk. Now it is the duty of the output team to put it

on air. The edited or prepared stories could be included in the rundown at once, as they are ready for telecast. The output team is expected to know about the full content, the visual sequence and the bytes details etc. of the story, therefore they first have to watch it. If they feel that story is lacking somewhere they ask the input desk to get that corrected by the concerned reporters. In case the story has come from out station or the reporter is not available, this has to be done by the output team itself. Working in a television news channel is a very fast affair. The reporters are expected to write scripts and edit their stories themselves, but sometimes they have to remain in the field for long time, as they have to cover minute to minute detail of a developing story. Obviously they can't return to the office just for filing their story. In those cases, they give information regarding the story on phone and explain the visual and bytes details to the input desk. Then the input desk tries to get that story by some other reporter, but if there is a shortage of human resource at that front, then the output desk has to do that job.

### 2.5.4 Information on Screen

When you are watching news, you see many written information on the TV screen. In that information you will find the gist of the story, the name and the designation of the person whose bytes have been used in the story, the information about the location, which means the place where the incident has taken place or the place where the concerned person has given the bytes. In TV news parlance, this information is called a SUPER. Putting supers is also the output team's responsibility. Thus command on the language is necessary to work at the output desk. Whatever you write, it goes on air, appears at the TV screen and is seen by the viewers. So, there is no scope for any mistake and you have to be foolproof.

In western countries, the trend of the cluttered screen is decreasing, but in India it is on the rise. Here TV news channels are cluttering their screen with more and more information. It is believed that some studies have reinforced this thinking that cluttered screens are helpful in keeping viewers remain at the channel. Even though watching visuals being covered by text information can be agonising for the enlightened viewers, the channel officials think otherwise.

Anyway, supers are a very important part of a news story, and writing these has its own demand. Having command on the language is not enough; you must be innovative as well. Supers are written in a very limited number of words. There is a limit to accommodate the numbers of letters on the screen. You are asked to write 'catchy' supers, i.e., such words which will appeal to the viewers and which leave them amused. Their aim is to create curiosity; keep the viewers occupied, and tell the story in such a manner that it synchronises with the visuals and the theme of the story.

#### Activity 1

Watch a news channel of your choice. Identify some catchy supers and analyse whether they synchronise with the visuals and the theme of the story.

### 2.5.5 Tickers

Whenever you watch a news channel, you see that the top headline stories are running in a written text form at the bottom of the screen. These are called

Tickers. Putting tickers is also a job of the output team. Generally in news channels, one person is specially assigned for this duty. His/her job is to keep information continuously updated. As we saw in the case of supers, this is also a specialised job. A person of deep news sense, having command on the language, and capable of writing correctly in hurried situations as well, is given this responsibility.

Tickers are considered very important as many viewers go to a news channel just to scan the main news of the day or of that hour, and they get it from the tickers. As the tickers are running continuously, one does not need to follow the clock and hit the channel at the beginning of the hour. Secondly, tickers give an idea of the priorities of the selection of news in a particular channel. It attracts viewers of a particular taste, and it may distract other viewers if they find information running at the bottom of the screen intriguing. For example, if a channel runs a horoscope forecast in the ticker, then many viewers who take news seriously, may shift to some other channel. Similarly, if there is only serious news on the ticker, then the viewers of who prefer lighter news may shift to other 'location'.

Thus tickers are written according to the channel's policy. There are some simple rules for it. You have to put the information here in a very simple and communicative language. If you can create magic with the language without compromising on simplicity, then that is highly appreciated. Tickers are also used as programme promos. You must have seen that channels give information about their forthcoming programmes in tickers, with the objective to inspire people to watch those programmes at the scheduled time.

From above analysis you would have understood that working at the output desk is full of responsibilities. If you want to get a job at output desk, you must have a sound news sense, technical competence and you should be a good team person. In addition, you must know video editing, have command on the language and patience to handle the breaking news situations, because at that moment things are very fluid and decisions have to be taken quick and fast.

### **Check Your Progress 3**

- Note:** 1) Use the space below for you answers.  
2) Compare your answers with those given at the end of this unit.

1. What qualities are required for an Output person?

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2. What is the main function of the output desk?

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## 4.6 SCRIPT DESK

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In television, apart from the visual element, the act of listening also plays an important role. Therefore, if camera person is an integral part of TV news presentation, so is the script writer.

Script Desk consists of senior and highly experienced persons as writing a script is a job of responsibility. Only those persons are considered for writing scripts, who have indepth knowledge about social, political, economic, and legal issues as well as have excellent command on the language.

In news channels, in normal situations, reporters write their scripts themselves. After that they go to the script desk to get their scripts checked. Outstation reporters send their scripts through mail, then they inform it to the input desk, and the input desk asks the script desk to check the script. The script editor goes through all the facts written in the scripts carefully. If s/he has doubt anywhere, s/he asks for clarification from the reporter. Only after being fully satisfied, s/he clears the script. It is also expected from the script editor that s/he will do necessary corrections in the language of the script and make it more simple and catchy.

At times, script editors have to write the full script when the story is being prepared on desk only. A news channel telecasts many special programmes of half an hour's duration and scripting of these programmes is done on the desk. The script person goes through all the visuals and bytes available, and writes the script for the planned programme.

These days, stories of short duration are in vogue and in some television channels, scripts for news stories are written in not more than 90 words which is a challenging task. Moreover, since scripts are written to the pictures; visuals get priority over the words. In fact, it is said that the words are written according to the available pictures - to explain and match the visuals. They should enhance the impact and the effectiveness of the pictures.

A script editor is required to learn these qualities to fulfil the specific demands of a news channel. They have to develop a visual sense and for the NEWS part of the story, the information is also significant which comes from reading. If you wish to work as script writer; you must develop the habit of reading a serious newspaper thoroughly on a regular basis and develop a visual sense.

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## 4.7 HOW A NEWSROOM FUNCTIONS

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On a normal day, when there is no breaking news or it is not a big news day like elections, newsroom functions in a set pattern. Every morning, there is phone conferencing with all the bureaus, reporters, and input desk persons. Executive Editors and other bosses or in-charges of different departments also take part in it. In this very meeting, the agenda of the day begins to take shape. Bureaus and reporters inform what they have to offer that day - if they have some special story or information, what events or developments are going to or are expected to happen in their area. Decisions are then taken which development or event or news has to be given how much importance. Accordingly, a plan of coverage is chalked out and guidelines given to the reporters.

After this meeting, the input desk follows up and implements the decisions and keeps the office informed about the progress regarding the stories. Meanwhile, whatever information is received, the input desk keeps forwarding to the output desk and the output as per its news sense, the policy of the channel and the orders from the bosses, keeps putting that information on air. This sequence breaks only when there is breaking news. During breaking news situation, a new style of working comes into operation. In a professional news channel, a special breaking news drill is organised occasionally to keep the staff prepared. In this situation, only that news and the information relating to it go on air.

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## 4.8 TV NEWSROOM VOCABULARY

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A TV newsroom has its own vocabulary and when you enter a television newsroom, you will come across many terms and expressions that you may find interesting. For the convenience of the personnel working there, many words are used in their cut-short versions. Some words are of technical nature and you can understand their meaning or implication only if you understand the technological functions related to them. Here we shall try to explain some commonly used terms in a TV newsroom.

**Package:** A package is a full story. In a news channel, the input comes in a fragmented form. Sometimes the visuals, bytes and the information come from different sources and places. Including all of them in a single story is called making a package. The package should give a full picture of the story; it is developed in a sequence. First, the script should tell the viewers that what is the news. Then it also gives the true context of the development, so that the viewers are able to understand why this is important and how this news should be perceived. The visuals and bytes are arranged in a package in a logical manner. In some channels packages are called VTs. VT is the abbreviation of Visual Text.

**Anchor Link:** These are the sentences an anchor reads or speaks to introduce the package. After every story, the anchor comes on the screen and links another story with introducing it in a manner that may look logical and interesting. So these sentences are called the anchor link. Anchors are expected to write their links themselves, but often an output editor has to do this job because the anchors are in a hurry or they may not be aware of the full content of the story.

**VO:** VO or Voice Over is a recorded voice which is used in packages or VTs. A person, who has a clearance for doing VOs from the authorities, records the text of script in the video editing system. Then the video editor puts it in the package in such a manner that the voice, visuals and bytes create a sequence.

**Phono:** A Phono is a short form of a phone-in interview. You would have seen anchors taking information or reactions through these interviews during news bulletins. Phono becomes a useful instrument, especially in breaking news situations. There are no hard and fast rules for doing a Phono, but it is desirable that Phonos are kept short and focused on extracting information; otherwise viewers may get bored and switch over to another channel.

**OB:** OB is the short version of Outdoor Broadcasting. All news channels have Outdoor Broadcasting Vans. These vans move around according to the needs of broadcasting and are capable of getting things telecast from the outdoor location. OBs are stationed at the places of happenings. A reporter keeps giving

updates from there, regarding a development. OBs are also used for discussions. In this era of numerous news channels, sometimes you will find scarcity of VIP guests. When a VIP refuses to come to the studio of the channel, an OB is sent to a convenient place for joining the discussion.

**Disco:** This term is frequently used in the news channels. But don't get confused - there are no Discotheques in the news channels. In fact, a Discussion is called a disco which may be on very serious topics like war, poverty etc.

**MCR:** MCR is the abbreviation for the Master Control Room. This is the room from where all air ways are monitored and controlled. If some feed is coming from outside or something is being sent from the channel, all traffic takes place from the MCR. The MCR sends telecast signals to the satellite, controls the OBs, and receives feeds from the visual news agencies.

**Feed:** All inputs coming to the channel are called Feed. Mainly channels need visuals and bytes. When a channel's MCR is in process of receiving, and recording these in its own system, these are known as Feed.

**PCR:** PCR is an abbreviation for Production Control Room. PCR is the place from where the telecast process is directed and controlled. PCR remains linked to the studio where anchor sits. PCR also remains linked to the MCR, it keeps asking OBs for links, feeds and air signals according to the needs of the bulletin. From there, the anchor is given instructions and the latest information.

**Story Dump:** Story Dump is a term used for the stories that have come in edited form from the other centres of the channel. Publishing these stories in the channel's system is called dumping the story. A dumped story is ready for telecast.

**Ingest:** Ingesting is the process of bringing deleted or lapsed stories/feeds again into the system. Sometimes channels need old stories or bytes to re-run. For this, they have to go to the archives and find those feeds. After getting those from the archive, they INGEST them in to the system and get those published again.

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## 4.9 LET US SUM UP

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In this unit, we have tried to draw a picture of a newsroom in a TV news channel where presentation/production of news takes final shape. In newspapers, all pre-printing jobs like editing, giving heading to a news story, deciding its place and page of appearance and page making is done. When pages are released from there, the work of the newsroom is over.

However in television; production of news bulletins is more complex. Things keep changing till the last moment and even during the telecast of the bulletin, so it becomes an ongoing process.

TV news channels these days offer a promising career. Salaries are high and people get opportunities to rise fast. But these are demanding jobs requiring time and energy. Working in a newsroom sometimes seems stressful and even mechanical. But this is the nature of this job and those who have the requisite flair, enjoy the work even in most tiring situations. If you understand the true potential and nuances of this medium, you can carve out a place for your self. Understanding the working of a newsroom definitely helps in this endeavour.

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## 4.10 FURTHER READINGS

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## 4.11 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

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### Check Your Progress 1

1. To be a good or competent newsroom person, one needs to be conversant in modern information and telecast technologies. Though there are some differences in the technologies being used at different channels, more or less, the same basics are followed everywhere, so if one learns these basics, then he/she can begin work in any channel with ease and pick it up in a short time.
2. Electronic media newsrooms mainly consist of three desks. These are: Assignment/Input desk, Output desk and Script desk.

### Check Your Progress 2

1. Some activities undertaken by the assignment desk are as follows:
  - It assigns work to reporters and decides what to do about that information, how much importance it is to be given, and how it is going to be played up.
  - This desk continuously keeps track of the news agencies, other news channels and news web sites.
  - It follows up with the reporters to send the visuals as soon as possible. As the visuals are uplinked, they immediately inform it to the output team and as the visuals arrive they give all the related details to them.
  - The desk also arranges Phone-in interviews or Phonos.
  - Story planning in terms of giving different angles, what elements are required to present the full picture, from where these elements will come, and which reporter is best suited to do that story is a major responsibility of the assignment/input desk.
  - Forward Planning to cover festivals, birthdays of celebrities, elections, sports tournaments, and release of big budget/ multi-starrer films enables the assignment/input desk to be ready to play up that event, on that particular day
2. It is important for News channels to monitor other channels to know which channel is showing what, and in what manner. Based on this information

and its analysis, channels prepare their strategy for higher TRPs. The assignment desk keeps flashing headlines of other channels every hour to share with their team any exclusive story or extra information/input regarding a running story.

**Check Your Progress 3**

1. The job of the output person is half journalistic and half technical. S/he must be conversant with modern information and telecast technologies. S/he must have the knowledge of video editing, news publishing in technological terms, making published stories ready for telecast and all technological nuances of telecast that come across when a news bulletin or a news programme is being aired.
2. Preparing the Rundown may be considered as the foremost job of the output team. It is the order or the sequence in which the news is planned to be aired. Before every bulletin/programme, an output editor is assigned to make the rundown who prepares it as per the directions of the news editor/executive producer.



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