

# **Sample link and clip**

A lecturer in Cardiff say the Coronavirus pandemic is making life tough for his students.

Tony O'Shaughnessy worked in newspapers and at the BBC before joining Cardiff university as a broadcast journalism lecturer.

He's been training journalists to work in radio and TV for almost twenty years.

He says the pandemic is having a big impact on the people he's teaching.

(This is 62 words, which equals 20 seconds)

A lecturer in Cardiff says the Coronavirus pandemic is making life tough for his students.

This is the **top line**. The subject of the sentence is WHO the story is about. The rest of the sentence is WHAT he/she has done — in this case he says something.

A lecturer in Cardiff says the Coronavirus pandemic is making life tough for his students.

Tony O'Shaughnessy worked in newspapers and at the BBC before joining Cardiff university as a broadcast journalism lecturer.

More detail about WHO — which you will find out during the interview. NOTE that the subject of the second sentence is the same as the first sentence. Now we name the person. *Your* additional detail or background here may be about the story.

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Again, more context, more background detail. This will vary depending on the story you are telling. It may be about the person you have interviewed, or it may be about the story.

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The final sentence sets up the interview CLIP. The subject of the sentence should always be HE or SHE. The verb should always be SAYS. The summary of the clip should not use any of the words in the clip itself.

This is the SLUG (name of the story)

## LECTURER

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He says the pandemic is having a big impact on the people he's teaching.

OUT: “....in the UK.”

DUR: 21

This is the **top line**. The subject of the sentence is WHO the story is about. The rest of the sentence is WHAT he/she has done — in this case he says something.

More detail about WHO — which you will find out during the interview. NOTE that the subject of the second sentence is the same as the first sentence. Now we name the person. Your additional detail or background here may be about the story.

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