**PRINT TO TV BROADCAST**

<https://www.wral.com/los-angeles-issues-stay-home-order-as-coronavirus-surges/19404671/>

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| **Video** | **Audio** |
| ON CAM  TAKE VO  SHOTS OF LOS ANGELES STREET  SUPER: [ Specific Street Name ], Los Angeles, California  GRAPHIC OF COVID-19 STATISTICS  SOT: [ FERRER ]  SUPER: Barbara Ferrer, Public Health Director  ON CAM  B-ROLL: PICTURE OF PERSON WEARING MASK  B-ROLL: PICTURE OF LARGE GATHERING WITH A RED ‘X’ ON TOP  SHOTS OF CHURCHES  SHOTS OF PROTESTS  SHOTS OF BUSINESSES (INTERIOR)  SHOTS OF BEACHES, TRAILS, PARKS  SHOTS OF HEALTHCARE WORKERS  SOT: [ RUTHERFORD ]  SUPER: George Rutherford, Epidemiologist at the University of California, San Francisco  ON CAM | [ LOCAL REPORTER ]  Los Angeles issues stay-home order as coronavirus cases surge.  On Friday, Los Angeles county announced a new stay-home order.  The three-week order takes effect on Monday and is a response to the 4,544 new confirmed cases of COVID-19  [ SOT: BARBARA FERRER ]  We know we are asking a lot from so many who have been sacrificing for months on end. Acting with collective urgency right now is essential if we want to put a stop to this surge.”  [ LOCAL REPORTER ]  The order advises residents to stay home as much as possible and wear a face covering when they go out and bans public and private gatherings with others outside their household.  However, the Department of Public Health says exceptions are made for church services and protests.  Retail businesses remain open with limited capacity.  Beaches, trails, and parks remain open with safety requirements.  While public health officials brace for a new wave of cases, the order is part of an effort to prevent the health system from being overwhelmed.  [ SOT: GEORGE RUTHERFORD ] It’s a balancing act, right? You want people to obey it but you don’t want to make it so draconian that people are trying to figure out ways around it all the time.”  [ LOCAL REPORTER ]  The order runs through December 20th and aims to slow the spread of COVID-19. |

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| **Video** | **Audio** |
| ON CAM  TAKE VO  SHOTS OF LOS ANGELES STREET  SUPER: Los Angeles, California  GRAPHIC OF COVID-19 STATISTICS  SOT: [ FERRER ]  SUPER: Barbara Ferrer, Public Health Director  ON CAM  B-ROLL: PICTURE OF PERSON WEARING MASK  B-ROLL: PICTURE OF LARGE GATHERING WITH A RED ‘X’ ON TOP  SHOTS OF HEALTHCARE WORKERS  SOT: [ RUTHERFORD ]  SUPER: George Rutherford, Epidemiologist at the University of California, San Francisco  ON CAM | [ NATIONAL REPORTER ]  Los Angeles issues stay-home order as coronavirus cases surge.  On Friday, the nation’s most populous county announced a new stay-home order.  The three-week order takes effect on Monday and is a response to the 4,544 new confirmed cases of COVID-19  [ SOT: BARBARA FERRER ]  We know we are asking a lot from so many who have been sacrificing for months on end. Acting with collective urgency right now is essential if we want to put a stop to this surge.”  [ NATIONAL REPORTER ]  The order advises residents to stay home as much as possible and wear a face covering when they go out and bans public and private gatherings with others outside their household.  While public health officials brace for a new wave of cases, the order is part of an effort to prevent the health system from being overwhelmed.  [ SOT: GEORGE RUTHERFORD ] “It’s hard to imagine how much further you can go in a society like we have. It’s a balancing act, right? You want people to obey it but you don’t want to make it so draconian that people are trying to figure out ways around it all the time.”  [ NATIONAL REPORTER ]  The order runs through December 20th and aims to slow the spread of COVID-19. |

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| **Local Audience** | **National Audience** |
| For the local audience (assuming, in this case, the local audience is in California), I did not include the article’s mention of LA being the country’s most populous county because it can be assumed most viewers already know this. These viewers also don’t need as much of a hook because the order directly affects them and they  Because the local audience is directly affected by the stay-home order, I included far more details surrounding policy and how ammenities/businesses are affected by the order. LA residents need to know this information as it directly impacts what they can do and where they can go in the near future. | For the national audience I included the part about LA being the country’s most populous county because it adds context and helps viewers who are not native to California better access the story.  Because a large portion of the audience is not native to Los Angeles and therefore is not directly affected by the order, I omitted some details on LA-specific ammenities/businesses as it is not necessary information for non-LA residents. |

<https://www.wral.com/shots-fired-during-robbery-at-knightdale-bakery/19404113/>

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| **Video** | **Audio** |
| ON CAM  TAKE VO  SHOTS OF BAKERY (EXTERIOR)  SUPER: La Mexicana Bakery  SHOTS OF POLICE TAPE  SHOTS OF POLICE VEHICLES  PICTURE OF RED SEDAN  SHOTS OF BAKERY (EXTERIOR)  SOT [ CAPPS ]  SUPER: Lawrence Capps, Knightingale Police Chief  ON CAM  B-ROLL: SHOTS OF BAKERY (INTERIOR)  B-ROLL: PICTURE OF POLICE DEPARTMENT LOGO  SUPER: 919-217-2264 | [ LOCAL REPORTER ]  Shots fired at a Knightingale bakery on Wednesday night.  After residents report hearing gunshots, police investigate the robbery which led to gunfire.  Officers say three to four men entered the business with weapons and demanded money.  The men robbed the bakery, an employee, and two patrons before fleeing the scene in a red sedan.  As they fled, the men fired shots towards the business.  [ SOT: LAWRENCE CAPPS ]  This is nothing short of selfish and reckless deviance. Our local businesses are struggling in the wake of this pandemic. It is reprehensible that anyone would compound that stress and endanger human life with this kind of inexcusable behavior.  [ LOCAL REPORTER ]  Luckily, no one was injured and police continue to search for the men.  Anyone with information may contact the Knightdale Police Department at 919-217-2264 |

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| **Video** | **Audio** |
| ON CAM  TAKE VO  SHOTS OF BAKERY (EXTERIOR)  SUPER: La Mexicana Bakery, Knightingale, North Carolina  SHOTS OF POLICE TAPE  SHOTS OF POLICE VEHICLES  SHOTS OF BAKERY (INTERIOR)  PICTURE OF RED SEDAN  SHOTS OF BAKERY (EXTERIOR)  SOT [ CAPPS ]  SUPER: Lawrence Capps, Knightingale Police Chief  ON CAM | [ NATIONAL REPORTER ]  Shots fired at a North Carolina bakery on Wednesday night.  After reports of gunshots, Knightingale police investigate the robbery which led to gunfire.  Officers say three to four men entered the business with weapons and demanded money.  The men robbed the bakery, an employee, and two patrons before fleeing the scene in a red sedan.  As they fled, the men fired shots towards the business.  [ SOT: LAWRENCE CAPPS ]  This is nothing short of selfish and reckless deviance. Our local businesses are struggling in the wake of this pandemic. It is reprehensible that anyone would compound that stress and endanger human life with this kind of inexcusable behavior.  [ NATIONAL REPORTER ]  Fortunately, no one was injured and police continue to search for the men involved. |

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| **Local Audience** | **National Audience** |
| For the local audience, I identified the bakery specifically as one in Knightingale because the local audience is native to North Carolina and simply saying “a North Carolina bakery” is far too broad.  I included the phone number to call regarding information because a substantial portion of the audience is in close proximity to the event and may be able to provide useful information. | Because a national broadcast is seen by a much larger audience, rather than identify the bakery by city/county (which the vast majority of viewers would not know), I simply identified the bakery as one in North Carolina.  I did not include the phone number to call with information for the same reason I identified the bakery as simply one in North Carolina. |

<https://www.wral.com/north-carolina-man-uses-lottery-win-on-thanksgiving-dinners/19404356/>

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| **Video** | **Audio** |
| ON CAM  TAKE VO  PICTURE OF WILLIAM BAILEY  SHOTS OF LOTTERY HEADQUARTERS  SUPER: North Carolina Education Lottery Headquarters, Raleigh  ON CAM  TAKE VO  SHOTS OF HAZEL AND REPORTER  SHOTS OF STREET  ON CAM | [ LOCAL REPORTER ]  A North Carolina man uses lottery win on Thanksgiving dinners.  Weddington native William Bailey wins big in the Cash 5 game.  News outlets report that on Monday, Bailey claimed his winning of $167,849 at North Carolina Education Lottery headquarters in Raleigh.  After taxes, Bailey and his wife, Hazel, take home $118,755.  Hazel says her husband took three of their 16 grandchildren out to distribute dinners to families in need but she does not know exactly how many dinners he delivered.  Regardless, Bailey used his winnings to help feed people who may have otherwise gone without a Thanksgiving dinner. |

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| ON CAM  TAKE VO  PICTURE OF WILLIAM BAILEY  SHOTS OF LOTTERY HEADQUARTERS  SUPER: North Carolina Education Lottery Headquarters  ON CAM  TAKE VO  SHOTS OF HAZEL AND REPORTER  ON CAM | [ NATIONAL REPORTER ]  A North Carolina man uses lottery win on Thanksgiving dinners.  William Bailey wins big in the Cash 5 game.  News outlets report that on Monday, Bailey claimed his winning of $167,849 at North Carolina Education Lottery headquarters.  After taxes, Bailey and his wife, Hazel, take home $118,755.  Hazel says her husband took some of their grandchildren out to distribute dinners to families in need but she does not know exactly how many dinners he delivered.  Regardless, this North Carolina native used his winnings to help feed people who may have otherwise gone without a Thanksgiving dinner. |

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| **Local Audience** | **National Audience** |
| Because the local audience is native to North Carolina, I was more specific with location and I also identified where Bailey is from.  I also ended by using Bailey rather than North Carolina native. Since the audience is in NC and watching local news, they will likely assume most stories revolve around people/events from NC unless otherwise stated. | Because the national audience is largely made up of non-NC residents I mainly used North Carolina as an identifier rather than specifying counties that most viewers would not know.  I ended by identifying Bailey by his status as a North Carolinian to reiterate the locality of the story for an audience not native to NC. |