



DOCUMENT 03

PILOT NEWSCAST PACKAGE

EVC News Network™ - North Carolina

Complete 15-Minute Sample Script • Production Cues • EVC Sports™ • Rehearsal Plan

1. Purpose

Document 03 turns the EVC News Network™ operating plan into a rehearsal-ready pilot. It provides a complete sample rundown, anchor copy, sports format, camera and graphics cues, commercial positions, and a final rehearsal checklist.

Important: The sample stories below are DEMONSTRATION COPY only. They are placeholders for rehearsal and must be replaced with verified, current reporting before any public broadcast.

2. Pilot Team

Position	On-Air / Production Role	Pilot Assignment
Lead Anchor	Main presenter	Opens, headlines, state/local, transitions, closes
Civic/Politics Anchor	Government and election presenter	Nonpartisan politics/civic block
EVC Sports™ Anchor	High school & college sports	Scores, features, Game of the Week
Community Reporter	Community & faith	Community feature/brief
Executive Producer	Editorial control	Approves rundown and final script
Producer/Director	Control room	Times show, calls cameras/graphics/video
Fact Checker	Standards	Verifies every factual element
Graphics/Technical Producer	Visual production	Lower-thirds, maps, scoreboards, playback

3. 15-Minute Pilot Rundown

Time	Dur.	Block	Primary Talent	Key Visual
00:00	0:20	Show Open	Lead Anchor	Logo animation / NC montage
00:20	1:10	Top Headlines	Lead Anchor	Headline graphics
01:30	3:30	State & Local	Lead Anchor	Map / photos / video
05:00	3:00	Politics & Civic	Civic Anchor	Capitol / election graphics
08:00	3:00	EVC Sports™	Sports Anchor	Scoreboard / school graphics
11:00	2:00	Community & Faith	Community Reporter	Community images
13:00	1:30	What to Watch	Lead Anchor	Calendar / upcoming games
14:30	0:30	Close	Lead Anchor	EVC logo / end board

4. Complete Pilot Script

00:00-00:20 - OPEN

[DIRECTOR] ROLL OPEN. MUSIC UP. EVC NEWS NETWORK™ LOGO. NORTH CAROLINA MONTAGE. DISSOLVE TO CAMERA 1.

[ANCHOR] Good evening, North Carolina. This is EVC News Network™, bringing you the state, local, civic and sports stories that matter to your community. I'm [ANCHOR NAME]. Here's what you need to know.

[GRAPHIC] LOWER THIRD: [ANCHOR NAME] | EVC NEWS NETWORK™

00:20-01:30 - TOP HEADLINES

[ANCHOR] Tonight: North Carolina leaders are considering [VERIFIED STATE/LOCAL ISSUE]. We'll explain what it could mean for communities across the state.

[ANCHOR] Also, [VERIFIED LOCAL STORY] is drawing attention in [CITY/COUNTY]. We have the facts and what happens next.

[ANCHOR] On the Civic Desk, we're tracking [VERIFIED GOVERNMENT/ELECTION DEVELOPMENT] and the dates North Carolina voters need to know.

[ANCHOR] And in EVC Sports™, high school teams are preparing for [VERIFIED GAME/SEASON EVENT], while North Carolina colleges look ahead to [VERIFIED COLLEGE SPORTS STORY].

[ANCHOR] Those stories and more - in 15 minutes.

[DIRECTOR] TAKE STING. CAMERA 1.

01:30-05:00 - STATE & LOCAL NEWS

[ANCHOR] We begin with our top story. [INSERT VERIFIED LEAD STORY HEADLINE].

[ANCHOR] According to [PRIMARY/AUTHORITATIVE SOURCE], [2-3 SENTENCE VERIFIED SUMMARY]. The key question for residents is [CLEAR PUBLIC IMPACT].

[GRAPHIC] MAP: NORTH CAROLINA > [COUNTY/CITY]. SOURCE LABEL ON SCREEN.

[ANCHOR] EVC News Network™ has confirmed [ADDITIONAL VERIFIED FACT].

[OFFICIAL/RESPONSIBLE PARTY] says [ATTRIBUTED RESPONSE].

[ANCHOR] What happens next: [NEXT MEETING, DEADLINE, HEARING OR EXPECTED DEVELOPMENT]. We'll continue following the story.

[ANCHOR] Around the state, [SECOND VERIFIED LOCAL BRIEF]. In [CITY/COUNTY], [BRIEF 2]. And [BRIEF 3].

[DIRECTOR] READY CIVIC DESK. TAKE TRANSITION.

05:00-08:00 - POLITICS & CIVIC DESK

[CIVIC ANCHOR] This is the EVC Politics & Civic Desk, where our job is to give you the information - not tell you how to vote.

[CIVIC ANCHOR] Tonight, [VERIFIED GOVERNMENT OR ELECTION STORY]. Official records from [SOURCE] show [VERIFIED FACTS].

[GRAPHIC] CIVIC DESK | SOURCE: [OFFICIAL SOURCE].

[CIVIC ANCHOR] [CANDIDATE/OFFICIAL A] says [ATTRIBUTED POSITION]. [CANDIDATE/OFFICIAL B], when applicable, says [ATTRIBUTED POSITION/RESPONSE]. EVC has not independently verified any campaign claim unless specifically stated.

[CIVIC ANCHOR] Voters should remember [VERIFIED DEADLINE/DATE/PROCESS]. Always confirm voting information with official election authorities.

[CIVIC ANCHOR] That's the Civic Desk. Now, from Friday night lights to college arenas, here's EVC Sports™.

[DIRECTOR] SPORTS STING. TAKE SPORTS CAMERA.

08:00-11:00 - EVC SPORTS™

[SPORTS ANCHOR] Thanks. This is EVC Sports™, where North Carolina sports live.

[SPORTS ANCHOR] We start with high school action. Our Game of the Week is [SCHOOL A] versus [SCHOOL B] in [CITY/COUNTY]. [VERIFIED PREVIEW, RECORDS OR FINAL SCORE].

[GRAPHIC] EVC SPORTS™ GAME OF THE WEEK | [SCHOOL A] vs. [SCHOOL B].

[SPORTS ANCHOR] Around the high school scoreboard: [VERIFIED SCORE 1], [VERIFIED SCORE 2], and [VERIFIED SCORE 3].

[SPORTS ANCHOR] Our Athlete of the Week candidate is [STUDENT-ATHLETE], recognized for [VERIFIED ATHLETIC ACCOMPLISHMENT]. Remember, our coverage of student-athletes protects personal privacy and focuses on verified achievements.

[SPORTS ANCHOR] In college sports, [VERIFIED NORTH CAROLINA COLLEGE STORY]. And [SECOND VERIFIED COLLEGE STORY], including HBCU or smaller-college coverage when newsworthy.

[SPORTS ANCHOR] That's EVC Sports™. Back to the news desk.

[DIRECTOR] TAKE TRANSITION. CAMERA 1.

11:00-13:00 - COMMUNITY & FAITH

[COMMUNITY REPORTER] Across North Carolina, service is part of the story too. Tonight we highlight [VERIFIED COMMUNITY/NONPROFIT/CHURCH/YOUTH PROGRAM].

[COMMUNITY REPORTER] The organization is [DESCRIBE VERIFIED ACTIVITY] in [LOCATION]. Organizers say [ATTRIBUTED STATEMENT], and residents can find confirmed participation information through [OFFICIAL SOURCE].

[GRAPHIC] COMMUNITY SPOTLIGHT | [ORGANIZATION / CITY].

[COMMUNITY REPORTER] EVC's Community & Faith desk highlights service while maintaining the same factual standards we use throughout the newsroom.

[DIRECTOR] RETURN TO LEAD ANCHOR.

13:00-14:30 - WHAT TO WATCH

[ANCHOR] Before we go, here's what to watch across North Carolina.

[ANCHOR] Government: [VERIFIED UPCOMING PUBLIC MEETING / HEARING]. Community: [VERIFIED EVENT]. Sports: [VERIFIED HIGH SCHOOL OR COLLEGE GAME].

[ANCHOR] We'll update these stories as new verified information becomes available.

[GRAPHIC] WHAT TO WATCH | GOVERNMENT • COMMUNITY • SPORTS

14:30-15:00 - CLOSE

[ANCHOR] That's your EVC News Network™ briefing. From state and local government to the communities we call home, and from high school fields to college arenas, we'll keep North Carolina informed.

[ANCHOR] I'm [ANCHOR NAME]. Thank you for watching EVC News Network™ - North Carolina's state and local news.

[DIRECTOR] MUSIC UP. TAKE LOGO. HOLD END BOARD. FADE OUT.

5. Camera & Control-Room Plan

- Camera 1: primary straight-on anchor shot.
- Camera 2: alternate angle / two-shot / interview position.
- Sports position: dedicated desk or virtual sports wall when available.
- Community position: reporter stand-up or alternate virtual set.
- Director calls all video, graphics, microphones and transitions from the timed rundown.
- Never place an unverified social-media image or video on air simply because it is visually compelling.

6. Graphics Cue Sheet

- OPEN: EVC News Network™ logo animation and North Carolina montage.
- LOWER THIRD: anchor/reporter name and role.
- LOCATOR: city and county for local stories.
- SOURCE BUG: official document, agency, poll or election source.
- CIVIC DESK: distinct politics/elections identifier.
- EVC SPORTS™: scoreboard, Game of the Week, Athlete of the Week, college update.
- COMMUNITY SPOTLIGHT: organization and location.
- WHAT TO WATCH: three-column Government / Community / Sports board.
- END BOARD: EVC News Network™ identity and approved social/website information.

7. Commercial Positions

For the first pilot, EVC may rehearse with sponsor placeholders even if no paid advertiser has been sold. This tests timing without representing a fictional sponsor as real.

- Optional 5-10 second presenting sponsor billboard after the open.
- Optional 30-second break near 08:00 before EVC Sports™.
- Optional EVC Sports™ presenting sponsor identification.
- Optional 5-10 second closing sponsor credit.
- All paid content must be clearly labeled and kept separate from editorial decisions.

8. Story Template for Reporters

- Slug: short internal story name.
- Headline: plain-language viewer-facing title.
- Why it matters: one sentence.
- Verified facts: only facts supported by reliable sources.
- Sources: primary/official sources first whenever possible.

- Response: relevant person/organization response when needed.
- Visuals: cleared photos, video, maps or graphics.
- Next step: meeting, deadline, game, hearing or expected update.
- Editor approval: name/date/time.

9. EVC Sports™ Reporter Template

- Sport / school / college / conference.
- Event date and location.
- Verified score or matchup.
- Key statistics and source.
- Coach/player quote with attribution.
- Game significance: rivalry, standings, playoffs, championship, milestone.
- Rights check for photos/video.
- For minors: privacy and sensitivity review.
- Next game / next round.

10. AI Presenter & Production Rules for the Pilot

- If a virtual or AI-generated presenter is used, EVC should disclose the synthetic nature of the presenter in a clear and appropriate manner.
- AI may assist with drafting, transcription and production, but every factual claim must receive human editorial review.
- Never create a synthetic quote, interview, eyewitness account, game highlight or candidate statement.
- Do not use synthetic visuals in a way that could reasonably be mistaken for authentic documentary footage without clear labeling.
- Final editorial responsibility belongs to EVC's human leadership.

11. Rehearsal Checklist

- Replace every bracketed placeholder with verified rehearsal copy or clearly labeled fictional practice copy.
- Time every block with a stopwatch.
- Confirm pronunciation of all names and places.
- Verify all scores, dates, titles and statistics.
- Test microphones, lighting, cameras and teleprompter.
- Run all lower-thirds and graphics in sequence.
- Check sports graphics for school names, mascots and scores.
- Practice transitions between lead anchor, Civic Desk, Sports and Community.
- Test sponsor positions without allowing ads to resemble news.
- Record full rehearsal.
- Review the recording for pacing, credibility, visual consistency and errors.
- Make corrections and perform a second full run before public release.

12. Pilot Evaluation Scorecard

Category	Target	Review Question
Accuracy	100% on material facts	Did every central fact have

		reliable support?
Timing	14:45-15:00	Did the program finish cleanly without rushing?
Clarity	Plain language	Could a general viewer understand each story?
Nonpartisanship	Consistent standards	Did political coverage inform without advocating?
Sports	Strong HS + college presence	Did EVC Sports™ feel like a real division?
Production	Broadcast-ready	Were audio, graphics, cuts and transitions clean?
Community	North Carolina relevance	Did the show feel rooted in local communities?
Trust	Transparent sourcing	Would viewers know where important information came from?

13. Approval Gate Before the First Public Newscast

The pilot should not be published as a real newscast until editorial leadership confirms that all demonstration placeholders have been replaced, facts are verified, media rights are cleared, political/election information is sourced appropriately, and any AI-generated presentation is disclosed according to EVC policy.

Once the pilot passes this gate, EVC News Network™ is ready to move into a repeatable production cycle.

14. Recommended Document 04

Document 04 should be the EVC News Network™ Brand, Graphics & On-Air Style Guide: logo usage, trademark placement, lower-thirds, breaking-news graphics, EVC Sports™ identity, virtual set standards, anchor wardrobe guidance, music/sound rules, social-video formatting and consistent on-screen language.