

Slug: (story name here)  
Page #: 1  
Reporter: (your name here)  
TRT: (pkg timed from 0:00 to end;  
e.g. 1:12)

ANCHOR OC

TAKE PKG

CG: Locator Super,  
*Free Willie*, Warner Brothers

(INTRO)

AFTER MORE THAN 20 YEARS IN  
CAPTIVITY, IT IS CRUNCH TIME FOR  
KEIKO (KAY KO).

THE KILLER WHALE HAS LITTLE  
MORE THAN A WEEK LEFT  
TO MAKE HIS BID FOR FREEDOM.  
CBS' ELIZABETH PALMER  
EXPLAINS.

(PKG)

IN THE 1994 MOVIE FREE WILLY,  
THE WORLD'S MOST FAMOUS  
WHALE LEAPED TO FREEDOM –  
RIGHT ON CUE FROM HIS HUMAN  
FRIEND.

....BUT IN REAL LIFE, THE WHALE –

Slug: Keiko

Page #: 2

Reporter: Elizabeth Palmer, CBS

TRT: 1:12

WHOSE NAME IS KEIKO – WON'T  
COOPERATE IN THE HAPPY  
ENDING....AT LEAST SO FAR.  
FOR MONTHS, HIS HANDLERS HAVE  
BEEN TRYING TO RETURN HIM TO  
THE WILD FROM A BAY OFF  
SOUTHERN ICELAND – BUT KEIKO IS  
STUBBORNLY REFUSING TO GO.  
IT'S A RADICAL CHANGE FOR HIM.  
KEIKO HAS LIVED 20 OF HIS 25  
YEARS IN CAPTIVITY.....

(NAT SOUND BREAK)

(STANDUP)

CG: Elizabeth Palmer, CBS News

ALTHOUGH HE WAS ORIGINALLY  
CAPTURED JUST OFF ICELAND –  
HE SPENT YEARS IN THIS SMALL  
POOL IN MEXICO CITY PERFORMING  
TRICKS.

Slug: Keiko  
Page #: 3  
Reporter: Elizabeth Palmer, CBS  
TRT: 1:12

CG: Park Patrons  
INCUE: "We've been coming here..."  
OUTCUE: "...but he needs to be free."

CG: Janet Overland, Ocean Futures  
INCUE: "We've got plenty of..."  
OUTCUE: "...where he'll be able to swim freely."  
TRT: :14

(MOS)

"We've been coming for a long time just to see him."

"I think it'll be sad, but the park people here, they know what they're doing."

"It's good for kids to see him, but he needs to be free."

(NARR)

THEN – AFTER HIS STARRING ROLE  
IN FREE WILLY – MILLIONS OF  
DOLLARS IN DONATIONS PAID FOR  
HIM TO BE MOVED TO A SPACIOUS  
NEW HOME IN OREGON.

THERE KEIKO'S HEALTH IMPROVED  
AND – WHILE HE CONTINUED TO BE  
ON DISPLAY TO THE PUBLIC –  
TRAINERS TAUGHT HIM THE SKILLS  
HE'D NEED TO RETURN TO THE  
NORTH ATLANTIC.

(SOT)

"We've got plenty of room here for him to roam around. But we never consider this his permanent home. It's always our hope to get him back to the real sea where he'll

Slug: Keiko  
Page #: 4  
Reporter: Elizabeth Palmer, CBS  
TRT: 1:12

be able to swim freely.”

(NARR)

FINALLY IN 1998, HE WAS FLOWN TO THIS FLOATING PEN IN KLETTSVIK BAY IN ICELAND, NOT FAR FROM WHERE HE WAS BORN.

THIS SUMMER – A CREW FROM THE ORGANIZATION OCEAN FUTURES HAS BEEN TAKING HIM FOR LONG SWIMS IN THE OPEN SEA.....HOPING THAT HE’LL ADOPT – AND BE ADOPTED BY – A POD OF WILD KILLER WHALES.

(SOT)

CG: Charles Vinick, Ocean Futures  
INCUE: “It’s not clear...”  
OUTCUE: “...social skills is unclear.”  
TRT: :13

“It's not clear what skills he needs to be accepted by a pod. The pods live together for their whole lives - so that in that sense what they need to do to accept a newcomer and what he needs to do in terms of social morays, communication skills, social skills is unclear.”

Slug: Keiko  
Page #: 5  
Reporter: Elizabeth Palmer, CBS  
TRT: 1:12

(NARR)

SO FAR -THOUGH - WHEN THE BOAT  
RETURNS TO PORT - SO DOES KEIKO.  
TIME IS RUNNING OUT FOR KEIKO

THIS YEAR - MOST OF THE KILLER  
WHALES HAVE ALREADY LEFT  
THESE WATERS TO MIGRATE  
SOUTH...

BUT VINICK SAYS HIS TEAM WILL  
TRY AGAIN, IF NECESSARY, IN THE  
SPRING -

(SOT)

INCUE: "since the very beginning..."  
OUTCUE: "...committed to that being the best  
choice."  
TRT: :11

"...since the very beginning our mission has  
been to see if it's possible for him to go free  
- so there are bittersweet moments when he  
may be leaving us but we are all certainly  
committed to that being the  
best choice."

Slug: Keiko  
Page #: 6  
Reporter: Elizabeth Palmer, CBS  
TRT: 1:12

ANCHOR OC

(NARR)

ELIZABETH PALMER CBS NEWS  
LONDON.

(TAG)

IF KEIKO GOES FREE IT WILL BE THE  
FIRST TIME IN HISTORY A WHALE  
HAS BEEN RETURNED TO THE  
WILD...SO AS WELL AS A ROMANCE  
THIS IS A VALUABLE  
RESEARCH PROJECT.

## **NEWS STORY FORMATTING GUIDELINES**

1. Use Microsoft Word, Table, one row/two columns
2. Heading for *each* page in upper left-hand corner of left column includes:
  - a. Slug (story name)
  - b. Page #
  - c. Reporter name
  - d. Total Run Time
3. Start right column text *below* left column heading on each page
4. Left column is for cues to director; right column is for SOT and Narration
5. In right column, write in where you think you want specific nat sound up, and in left column note what that sound is and where on the field tape (time code) it's located
6. Narration written in all caps
7. SOT written in lower case and quotation marks
8. For SOT's, note INCUE, OUTCUE and TRT
9. Ensure left column cues line up with respective narration or SOT
10. No front/back printing; one side only.

### **Additional Tips**

1. Write in short declarative sentences
2. Use contractions as you would in conversation.
3. Have a *single* story focus (one idea that this story is about). Avoid going in two different directions for a story
4. State your focus in the lead (first) paragraph