



## Anchor — Body Language

*Powerful anchors consistently demonstrate the ability to demand attention physically and vocally. They support news content with appropriate movement and gestures, and physically communicate mastery and control of newscast format and content. You are most effective when you demonstrate a deep sincere interest in every aspect of the program, especially the contributions of your colleagues.*

NEEDS IMPROVEMENT					EXEMPLARY PERFORMANCE				
1	2	3	4	5	6	7	8	9	10
Stiff and uncomfortable at desk missing natural, relaxed movement.			Moves and gestures naturally, generally appropriate to copy showing confidence.			Physically demands attention consistently throughout the newscast, showing energy and physical focus.			
Waits for their cue instead of aggressively leading viewer from one thing to the next.			Shows evidence of moving show from one thing to the next.			Anticipates flow of program and aggressive involvement leads viewer through the newscast.			
Reserved commitment to newscast, stories or colleagues.			Beginning to reference colleagues and video showing commitment and involvement.			Body language gives evidence that talent listens attentively to packages and colleagues on set.			
Face lacks animation or expression.			Face shows some animation and expression.			Facial expressions show natural and honest animation.			
Affected or extraneous movement.			Little movement without purpose.			No movement not related to communication.			

***Exemplary achievement in these areas:***

***Increased effectiveness needed in these areas:***