



Interaction/Teamwork

The ability to engage in spontaneous dynamic dialogue with colleagues is essential in establishing and sustaining your credibility. The best interaction is not only accurate and confident, but communicates respect for others and genuine interest in what they have to say. Listening well is as important as speaking well. The quickest way to gain a viewer's trust and respect is show trust and respect for your colleagues.

NEEDS IMPROVEMENT EXEMPLARY PERFORMANCE

1	2	3	4	5	6	7	8	9	10
There is little or no interaction.			There is some spontaneous interaction.			Talent is very committed to effective interaction.			
Opportunities for interaction are missed or avoided.			Most opportunities for interaction are taken.			Interaction is consistent with everyone in the newscast.			
Talent seems uncomfortable with colleagues.			Interaction is not completely relaxed and comfortable or is missing genuine naturalness.			Interaction is consistently relaxed, comfortable, genuine and natural.			
No evidence that the talent is actually listening and offering genuine responses.			Talent is listening attentively, but not yet aggressively.			Talent listens actively and aggressively, showing natural, honest respect for all speakers.			
Talent is not mentally engaged in the interaction and not thinking along with the viewer.			Listening is basically passive and not as engaging or interactive as it could be.			Seems to think along with the viewer and respond to interaction accordingly.			
There is no ad-libbing or ad-libs are inappropriate.			Ad-libs are safe, not distracting or inappropriate.			Ad-libs are engaging and add information and life to the newscast.			
Q&A is canned and stiff.			Q&A on set is involved but not connected to viewer.			Q&A is spontaneous, fresh, relevant and interesting.			
There is no evidence of sincere commitment to colleagues and interaction.			Talent has not yet made an undeniable commitment to colleagues and to viewer-focused interaction.			There is an irresistible commitment to interacting with colleagues on the set.			

Exemplary achievement in these areas:

Increased effectiveness needed in these areas: