



## Live Shots

*The best live shots are a combination of creativity and spontaneity. They demand that you be relaxed and focused enough to think clearly, stay aware of things happening on location, listen carefully to what's coming from the studio, and respond appropriately and dynamically to all of it. You must understand how to maintain focus and command your viewer's attention in an endless variety of changing settings and circumstances.*

NEEDS IMPROVEMENT					EXEMPLARY PERFORMANCE				
1	2	3	4	5	6	7	8	9	10
Talent is generally stiff, lacking relaxed, natural animation. Live shot does not communicate confidence and focus. Little or no effective demonstration or creative use of the environment. Live shots add no new information to the package or news cast.			Talent begins to show relaxed and natural style. Showing some personal style and confidence. Starting to find imaginative use of the environment and creative demonstration. Live shot adds little new information, occasionally look "tacked on" rather than important to the story.			Relaxed, natural movement demands viewer's attention. Conversational style communicates confidence and focus. Consistent creative and imaginative use of environment. Live shots always add new information and additional perspective to the story and news cast. Works extremely well with photographers. Live shots add visual energy and interest.			
Looks artificial or contrived, missing engaging visuals and natural energy to sustain the viewer's interest. Introductions and tags sound canned or memorized. Little or no interesting Q&A.			Evidence that talent and photogs are working to develop visually interesting live shots. Introductions and tags are usually natural. Q&A is beginning to be interesting and spontaneous.			Very comfortable with spontaneous interaction. Listens carefully and response shows honest thought and sincere involvement.			
No evidence that the talent is actually listening and offering genuine responses. Live shots do not give evidence of versatility and ability to handle a wide variety of topics.			Shows ability to listen and respond to unscripted, unanticipated comments. Has not yet fully incorporated a rich variety in live shot formats and subjects.			Versatile – can handle breaking hard news as well as fun, people-oriented spots too.			

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

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