



Personality/Attitude

Viewers almost always describe their favorite talent in terms of personality. In performance, personality is communicated through observable attitudes about the community, the job and their colleagues. You evolve an irresistible on-air personality by focused work on this level of your attitude and the quality of your reactions within your packages and throughout the newscast.

NEEDS IMPROVEMENT					EXEMPLARY PERFORMANCE				
1	2	3	4	5	6	7	8	9	10
There is no sense of talent's commitment to work, to the community and to colleagues.			Some evidence of talent's commitment to work, to the community and to colleagues.			Clearly committed to work and to the community, and to colleagues.			
Lacking or withholding natural, honest response to news items.			Limited or stifled response to stories and news items.			Sees, hears, notes every aspect of newscast along with viewers and reacts appropriately.			
Stories lack emotional focus. Little evidence of understanding the viewer's emotional relationship to stories.			Starting to give stories emotional context and focus though not yet sufficient to consistently command viewer's attention and response.			Gives evidence of understanding the emotional context and impact of stories to the point that it consistently demands the viewer's attention and response.			
Unable to discern or define attitude toward others on the newscast.			Positive attitude toward colleagues and work begins to be observable.			Shows consistent positive attitude for colleagues and work.			
Missing natural, sincere emotional texture and variety.			Signs of emotional complexity revealed in performance.			Obvious emotional maturity.			

Exemplary achievement in these areas:

Increased effectiveness needed in these areas: