



Reading/Delivery & Interpretation

Using your mind and voice to convey meaning and relevance of a story is essential to effective on-air communication. This includes your ability to understand and decide what's most important and why, to relax and allow your voice its full range of expression, and to commit to reading with a passion that supports the importance of the newscast or story in the life of your community.

NEEDS IMPROVEMENT							EXEMPLARY PERFORMANCE			
1	2	3	4	5	6	7	8	9	10	
Breathing is shallow.			Breathing is easy and natural.			Breathing shows confidence and command of the situation. Always vocally relaxed and natural, the talent seems to explain more than to read. Reading is consistently conversational, honest, and expressive.				
Voice is forced and tense.			Voice is most often relaxed and natural.			Natural, relaxed vocal variety is consistently demonstrated and is compelling.				
Reading is too loud or is patterned – more performed than interpreted.			Generally, reading is at a conversational level.			Clear and committed interpretation showing focus and intent – knows where the story is going and why. Pacing and rhythm is consistently in a true conversational style.				
Voice is monotone, lacking natural inflection and genuine rhythmic patterns.			There is vocal variety – a mix of high, medium and low notes.			Strong evidence of interpretive and emotional depth. Delivery invites thought and demands attention.				
Reading and delivery does not yet give clear interpretive focus to the story.			Voice aids story's focus and gives interpretation to copy.							
Inflection is unrelated to interpretation, emphases are inappropriate.			Some patterning unrelated to focus and intent exists.							
No evidence of emotional commitment to the story and its connection to the viewer.			Reading and delivery is sound and consistent but does not yet show compelling emotional connection.							

Exemplary achievement in these areas:

Increased effectiveness needed in these areas: