



Visual Image

A viewer reacts openly and aggressively to appearance. Every talent should be committed to staying fit (which also enhances energy and creativity), learning the styles and colors that flatter the most, investing in quality clothing and caring for it properly. It is naïve and reckless for any on-air personality to compromise appearance.

NEEDS IMPROVEMENT					EXEMPLARY PERFORMANCE				
1	2	3	4	5	6	7	8	9	10
Talent not in best physical condition.			Physical condition is not distracting, but not at peak.			Talent is clearly in good physical condition.			
Little or no sign of understanding hair, makeup, and wardrobe that suit individual body style and coloring.			There is evidence of understanding hair, makeup, and wardrobe that suit body type and coloring best.			Choices of hair, makeup, and wardrobe consistently enhance the talent's appearance.			
Clothes do not necessarily fit as well as they should.			Clothes generally fit properly.			Clothes always fit well.			
Dress is not always consistent with demands of the report.			Dress is suitable to the demands of each story.			Dress is always appropriate to demands of the story.			
Cosmetics, jewelry, hair style, or hair color draws attention to itself rather than enhancing talent's delivery.			Nothing distracting about the talent's cosmetics, jewelry, hair style or hair color.			Effect of appearance is very positive and memorable, never distracting.			
The talent seems self-conscious about appearance.			Choices of clothing and cosmetics begin to give evidence that the talent is comfortable and relaxed about the way they look.			Choices of clothing and cosmetics always support communication and credibility.			

Exemplary achievement in these areas:

Increased effectiveness needed in these areas: