



## TCC PERFORMANCE TRACKER: ASSESSMENT AND RECOMMENDATIONS

CONFIDENTIAL

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As an anchor or reporter, communicating effectively on-air is a critical responsibility and an important part of your job. In general, this means working consistently to be the best you can be in each of the following areas:

No matter how successful and experienced you may be, the purpose of this report is: 1) to help you evaluate your performance in those critical areas, and 2) to help you improve your performance in ways that are likely to have the greatest impact on your success with viewers.

The report gives you a score and related recommendations for these critical areas:

**Visual Image** Making hairstyle, makeup and wardrobe choices that look professional and credible on the air, and are consistent with the professional image of our newscasts and organization.

**Body Language** Sitting, standing and moving professionally and authentically, whether you are in the studio or in the field.

**Vocal Image** Using your voice expressively and powerfully.

**Interaction and Teamwork** Interacting effectively with your on-air colleagues.

**Personality and Emotional Image** Contributing positively to the overall personality and image of our newscasts, and taking appropriate responsibility for your part in the emotional experience viewers have when they watch our programs.

**Live Shots** Effectively managing your role in this critical aspect of our newscasts.

**Weather and Sports** If you work in one of these areas, understanding and effectively executing the performance demands that are unique to your specialized role.

This report provides you with the company's assessment of:

- **Performance Strengths.** A summary of your current on-air performance strengths.
- **Performance Goals.** A summary of your current on-air performance strengths.
- **Coaching Recommendations.** Specific steps you can take to help you achieve your performance goals.

While the information in this report can be a powerful tool as you plan and manage your professional development, results are based on the subjective opinion of the user. This report is not intended for use as a comprehensive evaluation of your job performance, which will include on-air performance as just one of a number of factors.

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### **PERFORMANCE STRENGTHS**

Your on-air performance is especially strong in these areas:

You are the ultimate team player. Everyone on the staff clearly enjoys working with you. You manage breaking news extremely well.

### **PERFORMANCE GOALS**

You can strengthen your performance by working to grow and improve in these areas:

In the evenings especially, you sometimes stumble so much when you read that it can become distracting. You need to be sure you have prepared properly and thoroughly, especially when you are anchoring alone at the end of a long day. You sometimes take too long to preface your questions in interviews. You can get to the point faster without compromising the quality of the segments.

### **COACHING RECOMMENDATIONS**

Use these priority recommendations to make progress toward your Performance Goals:

**Clothing/Fit** : Be certain that everything you wear is tailored to look good on the air. There is sometimes a difference between a generally good fit and one made to look good sitting at a desk and in the studio environment. Everything you wear on air should be tailored for the latter.

**Spontaneity** : Do not hesitate to ask unscripted questions now and then. Remember that your job is to represent the viewers' interests. If a question begs to be asked, you should ask it.

**Emotional Focus** : On the air, do even more to differentiate generally upbeat stories from generally serious ones. The more clearly you present the differences, the more viewers will appreciate the range of your personality.

### **NEXT REVIEW**

Your next on-air performance review is tentatively scheduled for Aug 21, 2009. Please plan to bring examples of your work that will help us discuss your progress toward the Performance Goals identified above.

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