



TCC PERFORMANCE TRACKER: ASSESSMENT AND RECOMMENDATIONS

CONFIDENTIAL

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Television newscast research has identified a number of fundamental performance skills that viewers value most in newscast talent in markets of all sizes. The most effective anchors, reporters, weathercasters and sportscasters are those who understand and execute those fundamentals best on a day-in, day-out basis.

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 Your hairstyle, makeup, wardrobe and fitness level.

Body Language How effectively you manage the single most powerful aspect of human communication.

Vocal Image The quality of your voice and how well you use it on-the air.

Interaction and Teamwork How effectively you manage your on-air conversations.

Personality and Emotional Image How your personality and attitude contribute to your success and the experience of your newscast.

Live Shots How effectively you manage your role in this critical aspect of most newscasts.

Weather and Sports Specific feedback for those who perform these specialty roles.

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. It 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.

Visual Image

It is human nature to react first to appearance. In fact, research suggests that others form a strong and definite opinion of you within seconds of seeing you. You should be committed to staying fit (which also enhances energy and creativity), learning the styles and colors that flatter you the most, investing in quality clothing and caring for it properly.

Answers to the Visual Image questions on this Performance Tracker resulted in a score of 6.4. The average score of talent who have been rated on these skills using the TCC Performance Tracker is 5.5.

The following recommendations may help you improve those aspects of your Visual Image that did not receive an exemplary rating:

Performance Energy : EXEMPLARY PERFORMANCE

Clothing/Color and Style : EXEMPLARY PERFORMANCE

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.

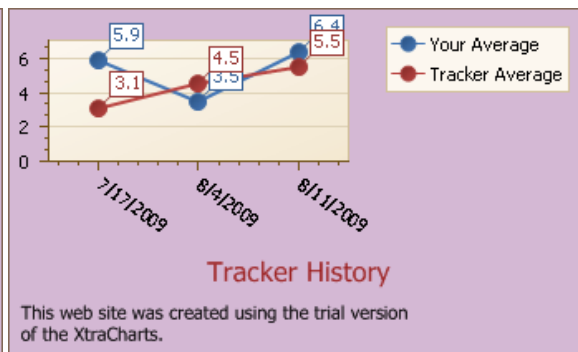
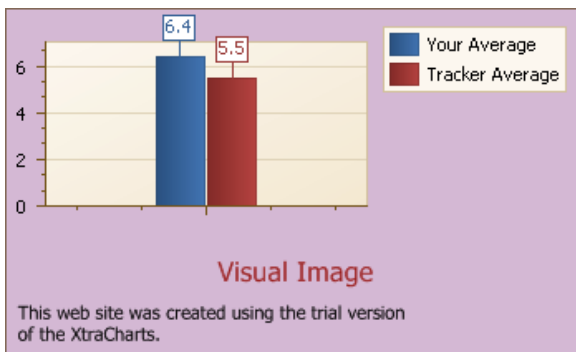
Clothing/Suitability : Dress to support your credibility on the air. This may mean you wear one thing when you are in the studio and another when you are in the field, depending on the assignment. The key is never to dress so that you look out of place.

Hair : Be uncompromising about wearing the hairstyle and color that look best on you on the air. And if you are able to pull off more than one look, be careful about changing it too frequently.

Makeup : EXEMPLARY PERFORMANCE

Clothing/Accessories : Save your standout jewelry for a special occasion. Jewelry worn on the newscast should "finish" your outfit, not stand out from it.

Self Regard/Appearance : Confidence about how you look is just as important as confidence about other aspects of your work. Once you know how to look your best on the air, give yourself permission to enjoy it!



Body Language

According to research, nothing communicates as powerfully as the things you do non-verbally. Its critical to understand how body language impacts all of the other things that viewers value in anchors and reporters, including your credibility and professional image, your personality, and your contribution to the quality of the team.

Answers to the questions about your Body Language on this Performance Tracker resulted in a score of 6.6. The average score of talent who have been rated on these skills using the TCC Performance Tracker is 6.

The following recommendations may help you improve those aspects of your Body Language that did not receive an exemplary rating:

Comfortability : Remember to keep breathing deeply and easily as you move and gesture. To breathe properly, your body has to be properly relaxed. If you are not always as comfortable as you could be, chances are your breathing patterns could be improved.

Physical Focus : EXEMPLARY PERFORMANCE

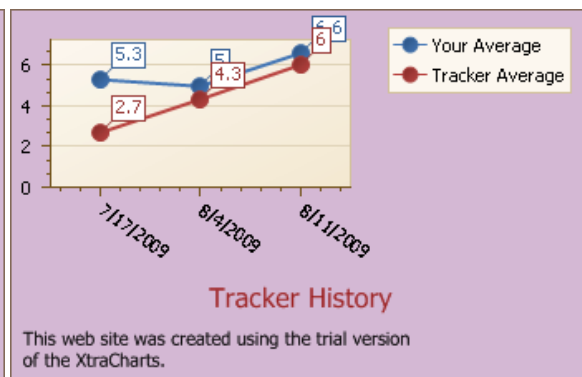
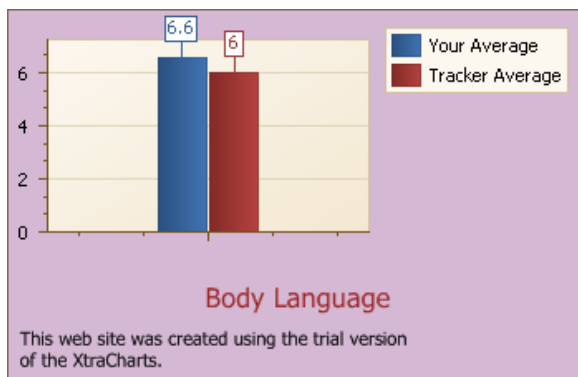
Movement/Gesture : Try moving and gesturing even more on the air. Research has shown that gesture positively affects almost every aspect of communication, including even the way our minds work. You will communicate more effectively overall if you will allow yourself to consistently be physically animated on the air.

Listening : Physically direct your attention toward your colleagues when you are listening to them. Turn toward them. Lean slightly in their direction. Look at them. Use your body language to prove that you respect them and are interested in what they have to say.

Facial Expression : EXEMPLARY PERFORMANCE

Eyes : EXEMPLARY PERFORMANCE

Posture : Move aggressively in the direction of your point of focus. Your posture and body language should leave no doubt about where your attention is focused -- and where you want viewers to focus with you.



Vocal Image

This includes your ability to know what is important and to emphasize the right words and phrases, but it is much more than that. Research has shown that the quality of your voice whether it sounds open and animated or tense and limited in range will directly impact the way that viewers feel about you and your work. Whether your voice is deep or higher in pitch, it should sound relaxed and resonant, and you should know how to make full and best use of your natural range.

Answers to the questions about your Vocal Image on this Performance Tracker resulted in a score of 4.8 The average score of talent who have been rated on these skills using the TCC Performance Tracker is 6.

The following recommendations may help you improve those aspects of your Vocal Image that did not receive an exemplary rating:

Breathing : EXEMPLARY PERFORMANCE

Volume : Be sure to maintain a conversational volume level. You should be able to speak with energy and urgency without significantly raising or lowering your volume.

Range : Identify the vocal "notes" you tend to favor, and practice speaking the notes you tend to use less frequently. If you primarily use the lower notes in your speaking range, you'll want to use more high notes. If you consistently use the higher notes, you'll want to use more low notes.

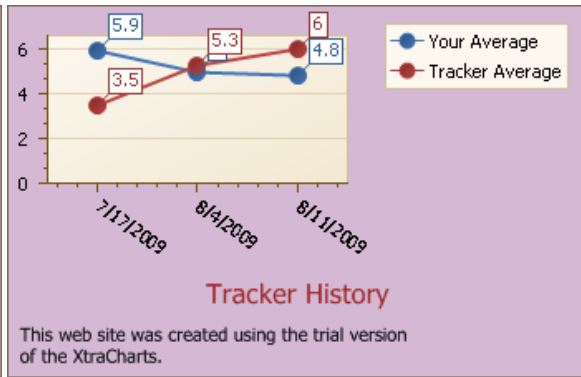
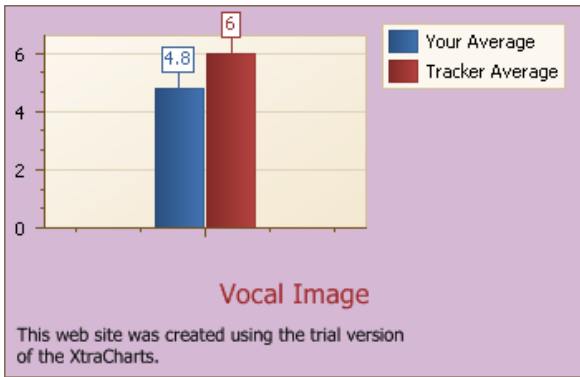
Sound : Consult a coach about learning how to use your voice. If you are going to make a living using your voice, you should understand how it works and how to make the most of the voice you have. The key is finding a coach trained in developing the speaking voice, because there is a difference between training to speak and training to sing. It does not necessarily have to be expensive. For instance, sometimes the best resources are not speech therapists, but members of the voice faculty in college theater programs.

Emphasis : Learn how to identify the words and phrases that should be emphasized and take time to mark them on your copy before you go on the air. This is a fundamental and important discipline, because it forces you to consider the sense and point of what you are saying before you say it on the air.

Emotional Connection : Try making a larger commitment to the emotional qualities in each story you read. Viewers are much more likely to appreciate the range of content in the newscast -- and to appreciate you as a communicator -- when the emotional differences between stories are clearly expressed. It is especially important not to miss opportunities to express positive emotions, because viewers value legitimately positive stories so highly.

Pace : EXEMPLARY PERFORMANCE

Language : Challenge yourself to write more like you talk. It may help -- when you are writing and when you are addressing the camera -- to imagine you are in conversation with a friend. Because the audience is unseen, it is always a figment of your imagination. By imagining you are conversation with someone familiar to you, you are more likely to use familiar language and sentence structure.



Interaction and Teamwork

Viewers are particularly sensitive to the way that anchors interact with each other and with others on their newscasts. Few things inspire viewer loyalty as effectively as a team that clearly enjoys and respects each other.

Answers to this Performance Trackers questions about your Interaction and Teamwork resulted in a score of 5.3. The average score of talent who have been rated on these skills using the TCC Performance Tracker is 6.

The following recommendations may help you improve aspects of your Interaction and Teamwork did not receive an exemplary rating:

Leadership : Pay close attention to what your colleagues are doing on the air. And look for appropriate opportunities to initiate interaction with them.

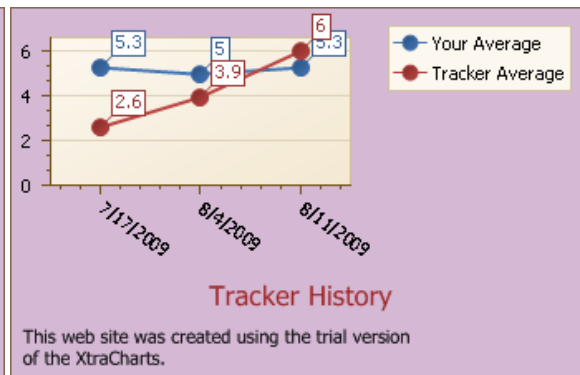
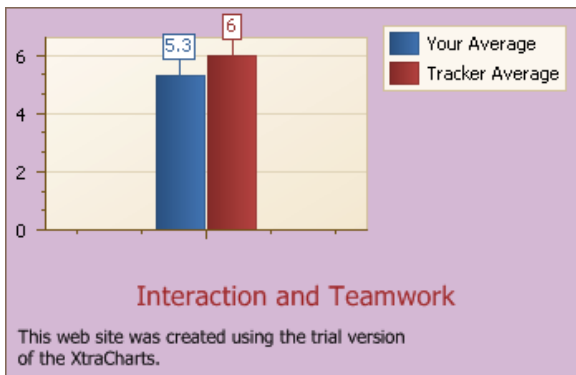
Spontaneity : Do not hesitate to ask unscripted questions now and then. Remember that your job is to represent the viewers' interests. If a question begs to be asked, you should ask it.

Other-Orientation: Strive to give other anchors and reporters your undivided attention whenever possible. You should never assume that viewers will be any more interested in what colleagues have to contribute than you appear to be.

On-Air Relationships: Commit yourself to making your teammates look great. If there is a secret to individual greatness, this is it. The more you work to make others look great, the more viewers will like and appreciate you.

Listening: EXEMPLARY PERFORMANCE

Interviewing: EXEMPLARY PERFORMANCE



Personality and Emotional Image

When viewers talk about generally liking or disliking a newscaster, they are talking about their sense of that person's personality, or emotional image. Just as you project a certain visual image based on the way you dress and move, you project a certain personality based on the emotional approach you take to communicating with viewers and with the other members of your team. To put it another way: For viewers, your personality is created by the way you react to the news and to the people on the air with you. If they understand and appreciate the way you react to the news and to teammates, viewers will say that they like you. If something about your reactions is consistently ambiguous or even distasteful, they will say that they do not like you.

Answers to this Performance Trackers questions about your Personality and Emotional Image resulted in a score of 5.3. The average score of talent who have been rated on these skills using the TCC Performance Tracker is 5.8.

The following recommendations may help you improve aspects of your Personality and Emotional Image did not receive an exemplary rating:

General Impression : EXEMPLARY PERFORMANCE

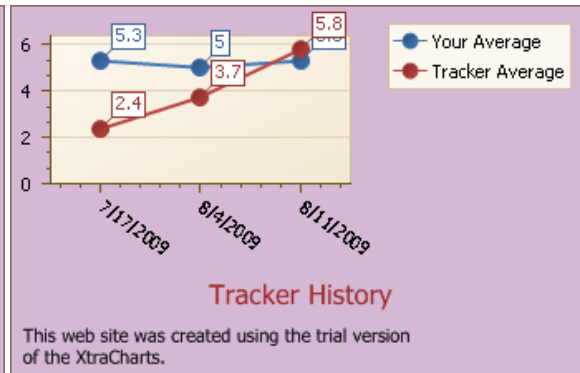
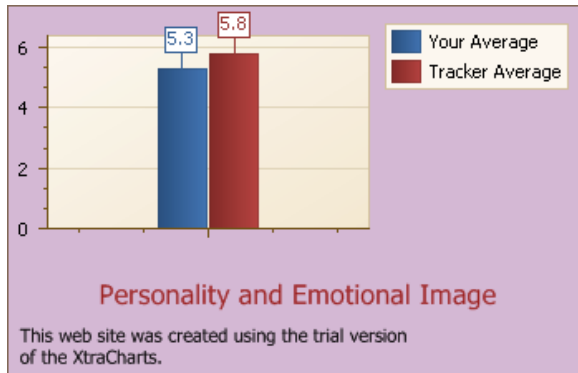
Emotional Range : EXEMPLARY PERFORMANCE

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.

Sense of Humor : Pay particular attention to any opportunity to show a sense of humor. You do not necessarily have to be the life of the party, but you do have to demonstrate that you do not take yourself too seriously.

Attitude : Raise the stakes of your performance in general. Strive to do everything with more energy and urgency.

Community : Find a way to get involved locally. This may be even more important if you know you will be living in the community a limited amount of time. Even in the largest cities, viewers seem to know which talent are working personally to make a difference in the community and which are not. And they assume that those who are not involved just do not care.



Live Shots

Live Shots are a daily reality for most reporters. Many anchors also work live in the field on a regular basis. Day in and day out, your ability to do Live Shots well significantly impacts your value to the newscasts and to the organization as a whole.

Answers to the questions about Live Shot performance on this Performance Tracker resulted in a score of 6 . The average score of talent who have been rated on these skills using the TCC Performance Tracker is 6 .

The following recommendations may help you improve those aspects of your Live Shot performance that did not receive an exemplary rating:

Movement/Gesture : Strengthen your movement and gesture in the field. Remember that television filters out a certain amount of energy, so you sometimes have to be even more animated than you otherwise would be -- just so your movement and gesture will read as normal.

Hands Free : Work without a stick mic whenever possible. You will communicate most powerfully when your hands are free to gesture in support of what you are saying.

Listening : EXEMPLARY PERFORMANCE

Demonstrating : EXEMPLARY PERFORMANCE

Spontaneity : Resist the temptation to script or memorize your live lead. Train yourself to work using bullet points instead.

Interaction : Invite anchors to ask you anything they want, provided they take the time to really watch your story. Sooner or later, you have to be able to engage in a spontaneous conversation about your work.

Eye Contact : EXEMPLARY PERFORMANCE

