



TCC PERFORMANCE TRACKER: ASSESSMENT AND RECOMMENDATIONS

CONFIDENTIAL

Ann Worthing
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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.

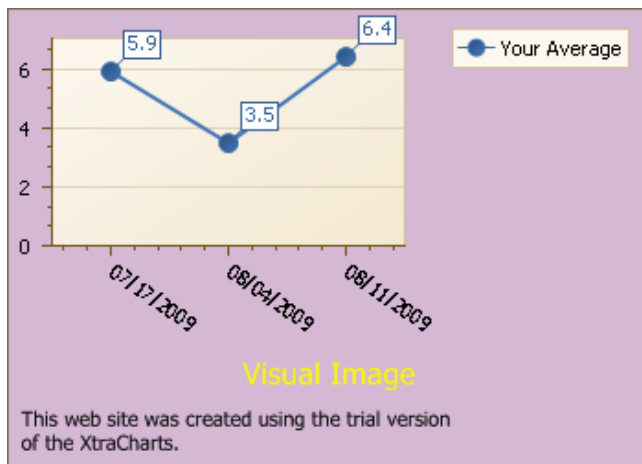
Personality and Emotional Image How your personality and attitude contribute to your success and the experience of your newscast.

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

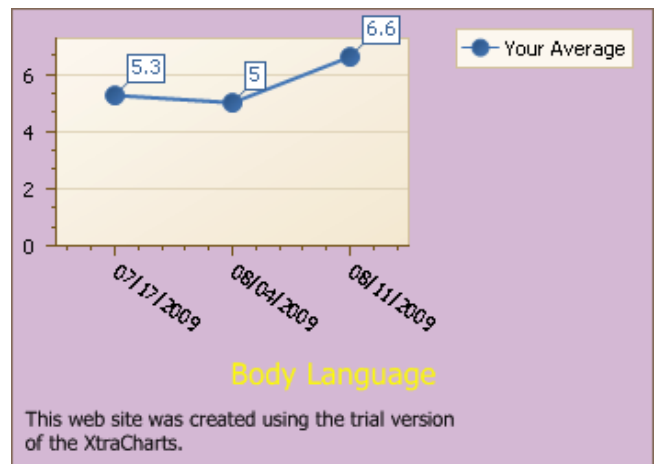
Weather and Sports Specific feedback for those who perform these specialty roles.

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.

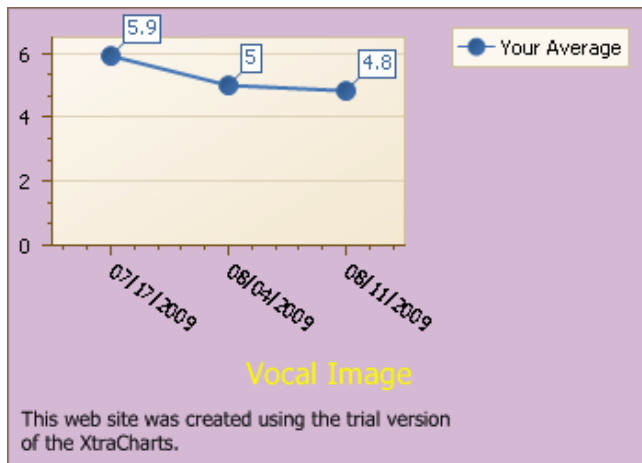
Visual Image



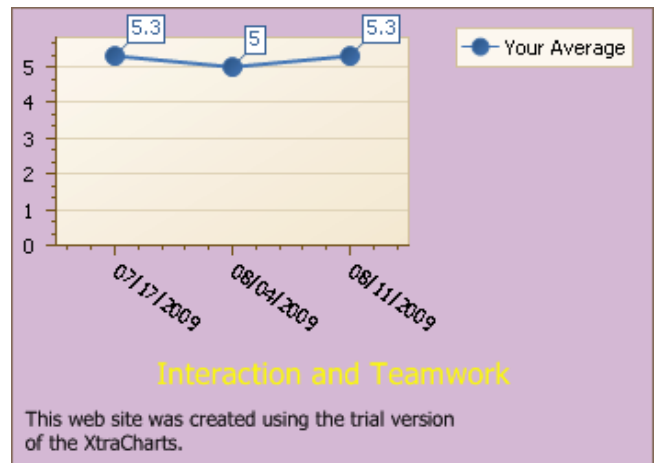
Body Language



Vocal Image

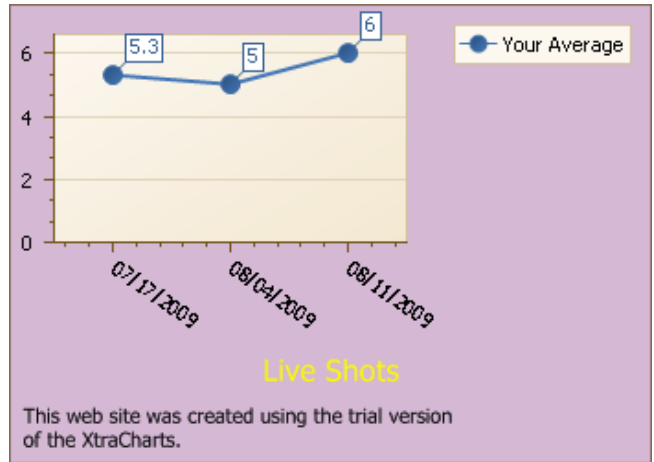
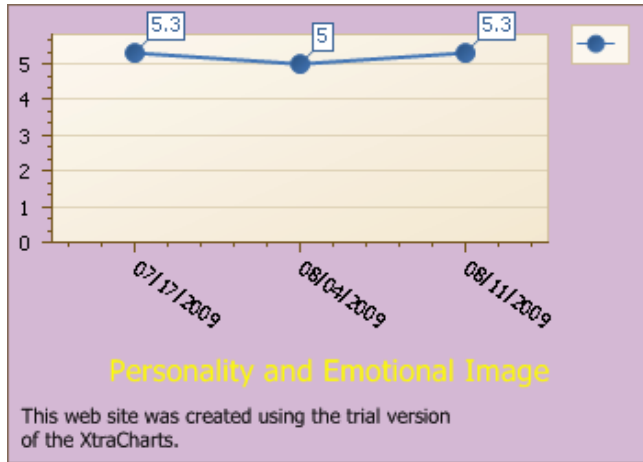


Interaction and Teamwork



Personality and Emotional Image

Live Shots



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