



News Anchor

SALARY RANGE (2018): \$54,000–\$140,000

I am the face and voice of our news program. People assume all I do is read scripts or a teleprompter, but I generally have a bigger hand in what goes to air. As a TV news anchor, I’m a journalistic leader and contribute to the key daily decisions—everything from what news stories we chase, to the line-up of our show. I write scripts, vet the work of reporters and do feature interviews. I bring some flair for vocal performance and the ability to remain cool under the pressure of live broadcasting. To bring meaning to my presentation it’s important I understand what’s happening in the news, and stay on top of the latest developments. My personality allows me to connect to the audience as if I’m sitting in the same room. Being on-air is exhilarating, especially when I’ve done my part to deliver an engaging show.

The Tip: Connecting to audiences requires broadcasters who sound like themselves, like real people, and not like the “voice of god” performance associated with the golden age of TV and radio.

PRIORITY KNOWLEDGE AND SKILLS:

Expert	Great at	Good at
<ul style="list-style-type: none"> • Expertise in verbal and written use of language • Ability to develop a compelling narrative • Ability to develop evidence-based content • Ability to generate new approaches to familiar stories 	<ul style="list-style-type: none"> • Apply expertise in media-focused subject areas (current affairs, sports, entertainment, weather) • Link content with a specific audience • Apply deep understanding of media needs, practices and news cycles • Research 	<ul style="list-style-type: none"> • Manage projects • Execute a promotional strategy • Data analytics • Visual and audio recording and editing

BUILDING BLOCK EXPERIENCES:

<p>Education & Learning:</p> <ul style="list-style-type: none"> • Bachelor of Communication (journalism) with a minor in speech • Other education paths could include: a Bachelor of Communication majoring in broadcast media studies with a minor in political science, economics, women’s studies, Indigenous studies, or criminology, or a diploma in broadcast or media production from a college or technical institute • <i>Make it Memorable: Writing and Packaging TV News with Style</i> by Bob Dotson • Keeping up to date on local, national and international news 	<p>It’s a strange feeling to see your face on the side of a bus, but you get used to it. There’s some notoriety being on TV, plus the associated promotional campaigns. Some people get a kick out of that, but for me the real satisfaction comes from days when the news is breaking quickly and information is vitally important to our local audience. On those occasions—elections, disasters, tragedies—it’s critical to ensure the information we deliver is accurate and intelligent. In those live moments, a lot can go wrong. The ability to react calmly and professionally certainly comes easier with experience.</p>
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<p>Employment Experiences:</p> <ul style="list-style-type: none"> • I volunteered as the arena announcer at basketball and volleyball games in university • In my second year of university I hosted a weekly TV show for our online station on campus sports • I started as a weekend reporter for a small market TV station. After a year I moved in to the anchor's chair for the weekend newscasts. • I eventually was promoted to fulltime anchor before transferring with the company to an anchor position in a larger market 	<p>As soon as I landed a position in one area of the organization, I started working on my skill set to move into the next opportunity. When I was a reporter I focused on my voicing skills and told my supervisor I was interested in anchoring and sought feedback. When an opportunity came to do some fill-in work as anchor, I immediately put my name forward. A broadcasting career can resemble an athlete's in some respects. Your producers are like coaches who guide you to better and better on-air performances.</p>
<p>Community Experiences:</p> <ul style="list-style-type: none"> • I volunteer for a high school debate and speech society, acting as a judge and helping with administration for tournaments • I'm the master of ceremonies for a number of charitable events throughout the community 	<p>My profile in the community allows me to help out with a whole range of worthy causes. As a journalistic leader for our show, staying connected helps me understand what's going on in the world outside our newsroom so we can better reflect society.</p>
<p>Contextual Experiences:</p> <ul style="list-style-type: none"> • I did a semester abroad at Robert Gordon University in Scotland • I traveled across Brazil to take in the soccer World Cup, and wrote a weekly blog about my experiences 	<p>Media professionals can gain valuable insight by experiencing what it is like to be the "other" in a different culture or country. What they encounter often helps bring context and equity to their storytelling.</p>
<p>Relationships:</p> <ul style="list-style-type: none"> • I meet with a group of political party strategists for breakfast and discussion a couple of times a month • I teach a course on broadcast presentation in the winter semester each year at a local technical school 	<p>I recognize the value of regular interaction with people who are trying to shape society from within, especially when considering our station's news coverage priorities. Teaching at the polytechnic also connects me to the field and the next generation of broadcasters.</p>