

TELEVISION NEWS REPORTING AND ANCHORING
(BAJMC-208)
Unit – 4
TV News Anchoring
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Unit 4- Chapter 1

**News Anchor:
Qualities, Responsibilities and
Professional Ethics**

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ANCHORING




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ANCHORING

- An Anchor is a person who hosts a show or a program. We can also say that anchor is the compare of a program.
- An anchor plays a very important role in broadcasting a program.
- Anchors can attract the viewers and keep them tuned to the program that he or she is anchoring.
- Anchors can attract viewers by their charming personality and speaking skills.
- The anchor should sound very confident while speaking to their audience.

न्यूज़रूम से LIVE Anchor



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Skills for TV News Anchor

- Being a news anchor requires a number of skills, the first of which is a comfort in front of the camera.


Few more skills are given below:

- **Knowledge base:** An understanding of issues, names, geography, history and the ability to put all of these in perspective for viewers. Ability to process new information: Sorting, organizing, prioritizing and retaining massive amounts of incoming data.
- **Ethical compass:** Sensitivity to ethical land mines that often litter the field of live breaking news unconfirmed information, graphic video, words that potentially panic, endanger public safety or security.
- **Command of the language:** Dead-on grammar, syntax, pronunciation, tone and storytelling no matter how stressed or tired the anchor or reporter may be.


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Skills for TV News Anchor

- **Interviewing finesse:** An instinct for what people need and want to know, for what elements are missing from the story, and the ability to draw information by skillful, informed questioning and by listening.
- **Mastery of multitasking:** Take in a producer's instructions via an earpiece while scanning new information from computer and other sources.



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 **Skills for TV News Anchor**

- As a TV anchor, you are a prominent public figure with significant influence and responsibility.
- Upholding professional ethics is essential to maintain credibility, trust, and respect from your audience and the broader community.
- Here are some key professional ethics for a TV anchor to follow:

Accuracy and Truthfulness: Strive to present accurate and factual information at all times.

- Verify your sources and avoid spreading rumors or unverified information.
- Correct any mistakes promptly and transparently if they occur.

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 **Skills for TV News Anchor**

Impartiality and Objectivity: Maintain a neutral and unbiased approach while reporting news or hosting discussions.

- Avoid favoring any particular political or ideological stance.
- Your role is to present information fairly, allowing viewers to form their own opinions.

Respect and Sensitivity: Treat all individuals and communities with respect and sensitivity.


- Avoid using offensive language, stereotypes, or sensationalizing sensitive topics for ratings.

Privacy and Consent: Respect people's privacy rights and obtain proper consent before using personal information or images in your reporting.

Transparency: Be transparent about your sources, affiliations, and methodologies.


- Disclose any relevant information that may impact your reporting.

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 **Role of Anchor**

- An Anchor performs a wide variety of roles in a news organization. Apart from the skills that he or she is expected to have and inculcate, an anchor constantly learns on the job.
- **The News Gathering Part of the Job**
- How much reporting is involved in an anchor's job is dependent on where the anchor works and what type of broadcast they work on.
- Some anchors, especially at local news stations, will report their own stories (perhaps with help from a producer or other staffer), and write the scripts they then transmit on the air.
- In that sense, an anchor works very much like a reporter with the main difference being that they need to craft the story in a way that works for television.


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 **Role of Anchor**

Handling Breaking News without a Teleprompter

- Handling breaking news is an essential part of 24x7 news.
- When you are rushing to the studio to anchor breaking news, grab all the available information you can.
- Don't be afraid to ask for help. You will probably be busy throwing on your make up and tying your tie.
- Have someone print you out the latest wire copy or jot down the latest facts.
- Do not wait for someone else to write a script for you. That will just delay your appearance on the air.
- Being first is paramount with breaking news. Good anchors get on the air first and look like they prepared all day.
- Besides, reading another writer's script cold on the air won't be convincing. Digest the facts yourself and convey them like a pro.


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 **Role of Anchor**

Reading a Teleprompter

- Reading a Teleprompter effectively is a lot more difficult than many people think.
- First of all, most people don't read aloud as well as they think they do.
- Add to that the difficulties of the sentences being cut up to two or three words per line and those lines moving at a distance while you have lights in your face.
- Meanwhile there are thousands, maybe millions, of people watching you closely. Deal with all this while appearing to not to be reading at all.
- Use the teleprompter as a guide. Do not try to read every word exactly as it is written on the teleprompter.
- Every anchor makes mistakes. Sometimes words are misspelled.
- Occasionally a long word will be cut in half because it is too long for a line. Whatever the problem, if you get lost in your script you will fall apart on camera.


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 **Role of Anchor**

Television Anchor Makeup


- Women are better equipped to deal with anchor makeup for the simple reason that they are used to applying makeup.
- Women will only need to make a few adjustments to their makeup routine while men must start from scratch.

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 **Role of Anchor**


- Write down your bullet points. You don't have time to write a script so just outline the points you want to make in your live shot.
- Keep everything simple, straightforward and logical. Start with the latest breaking news.
- It may sound obvious but many reporters fail to start with what is new. Only then should you give background and establish context.
- Tell viewers what you don't know. Reporters often do breaking news live shots without knowing any facts.
- In local TV news it is more important to get on the air first than to have all the details.
- If you are missing important facts that are essential to the story, explain that you don't know but are working to find out.
- It is a great way to tease that you are advancing the story for a future newscast.

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 **Role of Anchor**


- Viewers appreciate this. If you are missing an obvious fact but don't mention it they will wonder why.
- Once you are done telling your story... stops. Don't talk too much.
- Reporters often lose track of what they are saying in breaking news live shots and start to yammer.
- Often a reporter will do a great breaking news live shot only to ruin it by dragging it on too long.
- Read, read, read. Be prepared as possible on the people you're interviewing and about the stories that you're reading.
- Know the topic you're about to discuss backwards and forwards.
- Anchors are journalists first – which means that we need to get everything right.

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 **CHARACTERISTICS OF ANCHOR**


- The most important characteristic of an anchor is ethical behavior. When an anchor fails to operate according to a strong ethical and moral code of behavior, that one individual's failing can damage the overall credibility of the news media in long-term, serious ways.
- Even honest reporters seem to be making too many mistakes. As a result of major episodes of dishonesty combined with too many factual errors, readers and viewers of news are having a harder time believing what they read and see in news reports—even in the places they should be able to trust. Polls show that the public's confidence in media is falling.
- Ethics is a system of deciding what is right and wrong. To develop your own code of ethics to help you make decisions about cheating or plagiarism. As a reporter, you will surely be called on to make ethical choices, and you should give some thought to developing a personal process for making moral decisions.

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 **CHARACTERISTICS OF ANCHOR**


- The right ethical decision is not always clear, and even individuals with strong moral systems and the best of intentions can make mistakes.
- At the very least, journalists must examine their personal ethical codes and realize that behaving honestly in the pursuit of truth is the most important characteristic of an anchor.
- Honesty and credibility are the only product mainstream media have for sale.
- Another important characteristic for a reporter is curiosity or inquisitiveness.
- The reporter should be curious about everything, including science, psychology, literature, history, politics, differing cultures, children's games, animal behavior and economics.
- The reporter wants to understand all subject areas, because they eventually relate to or intertwine with news stories.

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 **CHARACTERISTICS OF ANCHOR**


- Persistence is a helpful characteristic for a reporter. When someone says no comment, some people may become discouraged, but a good reporter finds challenge in such a refusal and becomes more determined to get the story.
- The reporter goes on to ask, how can I get the person to agree to comment? Or how can I get the information another way?
- Another important characteristic for a reporter is to enjoy interacting with people. It's hard to imagine anyone getting any pleasure out of a reporting if she doesn't enjoy talking to people.
- The job often involves approaching strangers and asking questions that many people would consider too personal to ask even their closest friends.
- Although you may not think of yourself as an extrovert, you may find that with a little practice and experience, talking with people can become enjoyable.

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 **CHARACTERISTICS OF ANCHOR**


- Regardless of whether an individual is an extrovert who enjoys working with people, anyone interested in working in a newsroom should be willing to be a team player.
- The process of putting a newscast together happens in a group of people.
- The reporters and anchors are most visible to the audience, but the producers, writers and assignment editors hold vital responsibilities as well.
- Just like most jobs, no one does it alone, and enjoying the group effort and recognizing the contributions of others will make the work much more pleasant.
- Most successful professionals share the characteristic of being organized, and reporters need this skill as well.
- Working on deadlines and dealing with lots of different people on many different subjects require self-imposed structure.

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 **CHARACTERISTICS OF ANCHOR**


- Anchors must manage their time effectively and give attention to managing many details and lots of information.
- The simple ability to keep names, addresses, phone numbers, fax numbers and e-mail addresses in an accessible format is an important job skill.
- Finding the name of a contact and a phone number quickly could mean the difference between getting and losing a story.
- Broadcast Anchors must also be willing to accept criticism.
- Everyone makes mistakes, and in the broadcast business the mistakes are usually seen by many thousands of people.
- News directors and producers should tell the reporter how to be more effective.

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 **CHARACTERISTICS OF ANCHOR**

- Audience members may write or call to criticize the story content or more personal aspects of a presentation, such as the reporter's delivery or appearance.
- Stations may bring in consultants to work with on-air personnel in making changes.
- Because of the nature of some stories, there will be people who will not like you. In short, the broadcast reporter will work more successfully by learning to accept criticism.
- Anchors must also show flexibility.
- Those who want the routine of a 9 to 5 desk job should avoid the world of television news.
- Few reporters, editors and producers work Monday through Friday during normal business hours, and as your career advances, you'll probably work a variety of schedules that may include weekends.


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 **CHARACTERISTICS OF ANCHOR**

- Newsroom personnel must be able to change plans in an instant and make the change with a positive attitude.
- You may be on your way to cover a council meeting and be diverted to the scene of an accident.
- You may have dressed for a live shot in front of a theater and find yourself trudging through mud during a driving rain.




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 **CHALLENGES FOR A TV NEWS ANCHOR**


- The challenges faced by news anchors have increased because of the 24-hour news cycle.
- This news scenario leads to rushed stories, inaccurate reports, incomplete information and sometimes even misleading content.
- Hence, the anchors have to go straight on air with information that may not be accurate and which may make them more susceptible to action under libel laws.
- Some other challenges faced by news anchors on a day-to-day basis are as follows: Learn to maintain composure under crisis: Anchors have to keep calm during a time of crisis.
- Sometimes the crisis may be due to a bad and horrible news story or at other times, it may involve some on-air technical problem.

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 **CHALLENGES FOR A TV NEWS ANCHOR**

- Last minute changes: Anchors are always required to be ready for a complete change in rundown and script at a moment's notice.
- If a breaking news story comes during the on-air Bulletin, the producer may take the decision to make sudden changes in the rundown and insert it into news bulletin.
- Long work hours: a news anchor cannot afford to have a regular 9 to 5 type of job. Plans have to be cancelled on a moment's notice if suddenly a big breaking news comes along during a bulletin.
- Their Working hours and timings are fixed as per the requirement of the news channel they are working for.
- Public criticism: A television news anchor has to develop a thick skin to realize that you cannot please everybody.
- Some viewers may criticize the anchors for their hair, dresses, style of speaking, having political bias, or being too aggressive. News anchors have to accept it as a part of their job.


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 **ANCHOR SCRIPT**

Writing Anchor Script

- Once a rundown has been completed or sometimes even before that, the news bulletin producer can start writing anchor scripts of individual news stories.
- It is also known as anchor link or "The Readers". It is like intro of the report and presented by anchor.
- You should not squeeze too much information into one or two sentences if it is an anchor link of a news package.
- If you are writing an anchor link, keep the following things in your mind: You should keep sentences simple and short as it is easier to digest and share idea of the story by using simple and clear information.
- Difficult words should be written phonetically, and producers should ensure that they point them out in advance. You should be careful with numbers.


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ANCHOR SCRIPT

- It is ideal to take big numbers and write them in words to make it easier for anchors to read them in a flow.
- For example, instead of "the government promises to generate 800000 employment opportunities in next five years," the anchor script should be written, "the government promises to generate 8 lakh employment opportunities in next five years."
- You should avoid passive voice sentences and use conversational tone.
- Anchor script should be written in active voice and should appear as if the anchor is speaking to the viewers.
- Using conversational tone is very important to establish connect with the viewers.
- It should not appear as if the anchor is just reading from the teleprompter.


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ANCHOR SCRIPT

- You should try to use compelling words in anchor links.
- The viewers should be hooked to watch the whole report or segment after hearing the anchor link.
- Share main idea of the news report.
- Try to identify specific W questions that you should provide answers to in the readers/anchor links.
- Try to introduce the name of the reporter while writing anchor link of a news report.
- If s/he is reporting live in an area, recognize that so and so is reporting live and specify name in the script as well if it is an exclusive report as the reporter deserves the credit.


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Unit 4- Chapter 2

Voice Personality & Presentation

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Voice Personality

- Voice is a powerful tool for presenters.
- Voice can make all the difference between success and failure when you're aiming to engage your audience.
- In TV news Anchoring, it is critical to keep your audience involved and interested in your remarks.
- Learn how to stretch your voice by understanding the 5 P's of Voice Control including

Pitch
Pace
Pause
Projection
Personality

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Voice Personality

Pitch

- It refers to the ups and downs of your notes when you speak.
- We all have the ability to speak from a vocal range – which includes higher notes and lower notes.
- However, it takes great awareness and practice to notice your own pitch and to change it consciously.
- Why is pitch important? A monotone voice bores the audience and a bored audience is less likely to recall your key points or to take action.
- To play around with pitch try thinking of popular characters who have voices at either end of the vocal range then practice speaking (or singing!) like them.

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Voice Personality

Pace

- Pace refers to the speed at which you speak. Just as monotone is boring so is mono-pace.
- A good speaker knows the value of changing the pace as they speak.
- For example, when you are introducing a topic that is exciting you can speed up the pace of your voice.
- On the other hand, when you want people to focus their attention you may slow down for emphasis.
- The overall point is that variation is the key to success here.
- So play around with your pace next time you speak to see the impact on your audience.


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 **Voice Personality**

Pause

- Pause involves stopping momentarily for effect in the middle of your remarks.
- It is a tool that is used hand in hand with variation of Pace. A pause is best used before or after a significant point as a tool for emphasis.
- Pause is also a tremendous tool for nervous speakers who tend to speak too fast.
- By stopping at key points, the speaker allows the audience time to process key points before moving on to new material.
- One easy trick is to underline key points in your notes and then place the word PAUSE in large letters to remind you to stop speaking for a few seconds.
- Actively playing with pause will have a profound effect on your presentation prowess. Now that we have covered Pause let's move on to the powerful tool of Projection.


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 **Voice Personality**

Projection

- his aspect of voice is by far the most important as it correlates to your audience's ability to hear your remarks.
- Even the most intelligent presenter can not have their desired impact if the people in the room can not hear their key points.
- With projection, everyone can hear your comments without having to strain their voice.
- However, there is still value in varying your projection to add intrigue and interest to your comments.
- For example, you might want to soften your voice to emphasize a key point and then later increase the volume for another point.
- In either case you must ensure that all members of the audience can hear each and every point.
- Practice projecting your voice by imagining that everyone is sitting against the far wall in the room.

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 **Voice Personality**

Personality


- Personality refers to the color, warmth and meaning that comes from hearing your voice. The personality of your voice will dictate if people are "turned on" or "turned off" when listening to you.
- Certainly adjusting the pitch and volume will help the quality of your voice. Adding emotion will give your voice color and warmth.
- So too will a smile which softens and warms up the vocal tones that people hear.
- Personality can vary from passionate, to bored, to serious, to light. What personality are you going for when you speak on a given topic? Give it some thought and choose a word that captures the tone you want your voice to convey.
- Write that word at the top of your notes so that you consciously strive to imbue your voice with the personality that will help you make the most impact.

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Voice Personality

Vocal Characteristics

- ▣ Volume
- ▣ Pitch
- ▣ Rate
- ▣ Pauses
- ▣ Vocal Variety
- ▣ Pronunciation
- ▣ Articulation



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Presentation (Physical and Vocal)–TV news anchor

Moderating speed

- Some of us probably read too fast. There is nothing inherently wrong with this, especially if they're comfortable with it.
- However, when it comes to presenting news or announcements, speed matters a lot.
- The key is to make sure the anchor/reporter doesn't read/talk too fast or too slow.
- If he/she is too slow, audiences will lose interest.
- On the other, hand if he/she is too fast, it becomes hard for the audience to make sense of what is being spoken.
- According to research, a professional news anchor reads at a speed of 150 to 175 words per minute.

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Presentation (Physical and Vocal)–TV news anchor

Enunciation

- Enunciation is another thing that matters when reading.
- Anchors who read too fast can be trained to enunciate words better.
- Not only will this help them slow down, but also achieve clarity with every word they speak.
- Again, practice comes in handy here as well.

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Presentation (Physical and Vocal)–TV news anchor

Accents

- America is a diverse country and a lot of your students probably come from diverse backgrounds.
- So, it's only natural that there are going to be variations in accent.
- Now, it's important to remember that accent does not matter in most cases.
- However, most audiences are used to what is known as a —General American accent.
- Now, you might have to put in a little extra effort to speak with such an accent, especially if you aren't used to it.
- Start by exposing actual news reports.
- Professional anchors and reporters use a general American accent.
- So keep practicing until you come close enough.
- One way to get started is by listening to a single sentence, pausing and repeating the same sentence.

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Unit 4- Chapter 3


**Anchoring News
&
Non-News Programs**

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ANCHORING A NON-NEWS PROGRAMME

- They include a broad variety of programmes, including panel discussions, audience-based discussion programmes, debating shows, and non-news programmes like game shows, music competitions, and even fiction.
- Programmes like The Dangal, Aap Ki Adalat, 5 Ka Punch are instances of news-based live shows, while The Great Indian Comedy Show, Indian Idol, Nach Baliye and Sa Re Ga Ma Pa are examples of non-news live shows. An anchor is a strong object which is used to stop the ship from moving.
- The host of a program is called an anchor because responsibility for smooth handling of any program lies entirely on an anchor's shoulder.
- An anchor is the one leading the bandwagon for any event, connecting with the audience, and entertaining them.

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 **ANCHORING A NON-NEWS PROGRAMME**


Always start off with a Smile

- It is the basic human tendency of the TV audience to judge the person standing on the stage addressing them.
- Like in a show of Gadgets or Cars, anchors always start speaking with a smile and excitement.
- Audience immediately becomes interested in listening to him/her.

Connect with the audience

- It is very important to connect with the audience.
- Like in a Travel show on Delhi, the anchor starts off by saying, that 'In today's episode, I am in your city, a city of people with open hearts and love for food.'

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 **ANCHORING A NON-NEWS PROGRAMME**


Praise the audience

- It is important to acknowledge the response of the audience to the previous episode of the same show.
- It may be done by showing their tweets, comments or images. Like in the travel show, just praise the city, its people, its culture and everything.

Tell a personal story

- It is also a way of connecting with audience.
- Viewers feel related to the anchor. For example – In KBC, Amitabh Bachchan mentions a story or an anecdote from his own life and experiences.
- It could be an inspiring, serious, emotional or a funny story.
- Viewers enjoy such connectivity with an eminent anchor like him thinking that he is ultimately a human and like them.

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 **ANCHORING A NON-NEWS PROGRAMME**


Participation of audience

- Their can be direct participation of the viewers as participants of a game show.
- As a studio audience helping contestants proceed in the game show. Also, through feedback in the form of online comments, letters and relative of a contestant on a reality show.

Take jibes on yourself rather than others

- In a stage comedy Television Shows, many a times, anchors make fun of themselves.
- This form of entertainment was evolved in late 90's in Indian Television.
- Two very popular examples of such Tv anchors are Jaspal Bhatti and Kapil Sharma.

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 **ANCHORING A NON-NEWS PROGRAMME**


Be short but effective

- We have all been in audience position, nobody likes to hear long anchoring scripts so keep your script short but effective.
- Do not focus on getting more lines rather than the good ones. Focus on quality of the content rather than quantity.

Dress up appropriately

- Dressing up nice actually leaves a great influence on the audience.
- It is a psychological fact that viewers tend to tether more with a good looking and well-dressed anchor.
- Costume in a non-news programme is extremely important.

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 **ANCHORING A NEWS PROGRAMME**

- Reading the news off a teleprompter may sound easy, but it's actually more complicated than it seems.
- Anchors and reporters have to develop a reading style that comes off as natural, but isn't too fast, too slow, too nuanced, too accented, too high-pitched, too quiet, or some other extreme.

Practice Makes Perfect

- The best way to start is to practice reading news stories that you've written.
- Doing some on-air work there is also helpful, as you'll probably be able to get a recording of it afterward.
- You can also record yourself with various apps on your phone.
- It's hard to be objective about your own reading, so it's a good idea to ask others their honest opinions.


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 **ANCHORING A NEWS PROGRAMME**

Things to Work On

- Speed is one important consideration when reading the news.
- If you read too slowly, viewers may get bored and impatient and consider changing the channel.
- If you read too fast, they may have a hard time understanding you. Typically news anchors read between 150 and 175 words per minute.
- If you find you're talking too fast, it may be helpful to concentrate on enunciating clearly—sometimes this helps people slow down.
- If you're practicing by yourself, you can try reading from a computer or tablet screen and scroll through the words a little faster.


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 **ANCHORING A NEWS PROGRAMME**

Sounding Natural and Conversational

- Another common problem anchor face when learning to read the news is sounding as if they're reading.
- Most of us sound very different when we read something aloud than when we're having a conversation with friends.
- It's also very easy to sound robotic when you've been reading for a long time and your attention has started to wander—something that can easily happen to an anchor, particularly during a slow news day.


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 **ANCHORING A NEWS PROGRAMME**

Reporters vs. Anchors

- While both reporters and anchors give people new via broadcast media, there are many differences between the two job types.
- Reporters report the news. They go where the stories are, find out specifics, and provide as much information about that particular topic as possible, usually from the field.
- Anchors anchor the show; after each story, the newscast comes back to the familiarity of the anchors, usually at the news desk, which gives the viewer a sense of stability and balance.


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 **ANCHORING A NEWS PROGRAMME**

Writing

- Reporters write their own scripts for their packages, which stands for "voice over/sound on tape," a live voice-over with a sound bite.
- If they are focused on only one story, they will conduct interviews, attend press conferences, and collect video for that package.
- If they have been sent out on several stories, they are responsible for writing each of those. Anchors rarely write anything.
- Instead, they copy-edit what in-studio producers and writers have written for them.
- They are responsible for every story in the show. Many times, each story will consist of merely 20 seconds of video.
- They will also toss back and forth to the reporters on scene.


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 **ANCHORING A NEWS PROGRAMME**

Reporting


- Reporters at most stations are expected to go live for at least two shows. They will usually report an intro and a tag live via microwave or satellite, and in between those will go to the recorded package they fed in.
- They can also call in a live spot, which means they will be talking live over fed video and give a cue to the sound editor to roll a sound bite at the appropriate time.
- They are expected to find stories on their own and bring those ideas to the news meeting each day.
- They look at the big issues within the newscast, ensuring that each show is moving forward and has the newest information.

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 **Unit 4- Chapter4**

Anchoring with/without Tele-prompter, Studio and Outdoor

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 **Anchoring and the Teleprompter**

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 **Anchoring and the Teleprompter**

- **Teleprompters** are just another tool in the anchoring toolbox. They help anchors maintain direct eye contact with viewers, drawing them into the show.
- Teleprompters have small screens that display the script, which is then reflected by a mirror that sits over the lens of the camera.
- The small screen shows the script but flipped, and when it is bounced off the mirror it is readable to the anchor.
- Some teleprompters are operated automatically, advancing when it registers your voice.
- Other teleprompters are advanced by anchors with a remote control.
- Reporters and anchors need to sound more natural when reading the script.


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 **Anchoring and the Teleprompter**

Some tips to master delivery and sounding natural include:


- **Take your time.** Breathe and speak clearly. Keep a good pace, try not to be nervous and talk to the audience like you would talk to a friend. Viewers don't want to hear you tell them a story like a complete stranger talking a different language.
- **Review your scripts.** Anchors don't always write their own scripts, and work with a team of producers and writers. By reviewing scripts, you know what's coming. Be familiar with what you're about to say and what you just said. Make sure your script is written in a way that is conversational and matches the way you talk.
- **Get pronunciation help.** Practice pronunciation of your guests' names beforehand, but also consider writing names phonetically in the script. That way, when they come up in the prompter, you will read them correctly.

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 **Anchoring and the Teleprompter**


- What happens if the teleprompter stops working during the show? Anchors have backup paper scripts in front of them to use if something goes wrong.
- Some anchors like to have all the script, questions and elements on a paper backup.
- In many major productions or broadcasts, the teleprompter is normally operated by a crew member, who adjusts the format, scrolling speed, and direction of the text as it appears on the teleprompter screen and ensures a comfortable pace to make it easy for the presenter to read the script seamlessly.
- The operator has to pay attention to what the presenter is saying so they can follow the latter's pacing instead of forcing them to speak at a speed that they are not comfortable with. If there is no operator during the shoot, the presenter can use a wireless controller or a foot pedal to control the scrolling speed.

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 **Anchoring and the Teleprompter**


- In addition to the fundamental principle of displaying text on a screen, newer teleprompters also give you control over your device by letting you jump to other parts of your script, even though multiple presenters are currently on the broadcast.
- Having a teleprompter on-set gives you and your production team numerous benefits.
- First, the device doesn't oblige presenters to deliver their lines from memory, helping them maintain their composure in front of the camera.
- Hosts and news anchors can focus on being charming and professional, while consistently maintaining eye contact with their viewers or audience.
- Second, with the help of a teleprompter, presenters will commit fewer mistakes and avoid using filler words while speaking.

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 **Anchoring and the Teleprompter**


- During live gatherings and conferences, teleprompters can help you stay on-topic and avoid going over the time limit allotted to you.
- Having your speech projected on the prompter can also keep you from making glaring repetitions and ensure that detailed information, such as technical specifications and business figures, are presented accurately.

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 **ANCHORING WITHOUT TELEPROMPTER**

- Outside Broadcast ("OB") refers to any television or radio programme which is broadcast from a location away from the normal studio setting.
- The location doesn't actually have to be out-of-doors — the "outside" simply means "outside the studio".
- Television outside broadcasts can be any size and complexity, from a single camera to dozens of cameras and staff.
- Generally, the term OB implies multi-camera coverage co-ordinated and directed from a mobile control room.
- An "OB Unit" is a mobile production unit (with equipment and crew) which is able to travel to a location and provide broadcast coverage

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 **ANCHORING WITHOUT TELEPROMPTER**

A simple OB unit could include any of the following:

- A number of cameras (usually at least four)
- A mobile control room, staffed by a director, vision controller, sound operator and VT (videotape) operator
- Equipment and housing for a presentation area
- Transmission equipment


- Events commonly covered by OB units include sports, concerts, ceremonies, etc.
- OB units may specialize in a particular area.

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 **ANCHORING WITHOUT TELEPROMPTER**

- Outside Broadcasting (OB) is when you take the apparatus of broadcasting (cameras, sound, video/audio mixing, etc) away from the studio and use it in a remote environment.
- It may be a stadium for sports, a theatre for arts/entertainment, a political location, a news story location, etc.
- You don't always have an entire studio equivalent of equipment, many times it is just a camera linked to a van which relays the signals back to the TV company's network centre.
- But other times you will build a massive infrastructure with many cameras and effectively replicate almost everything from a base TV studio.
- Normally an OB is live, but sometimes you might work 'as live' which is where you shoot as if you were broadcasting live but record to tape.
- 'As live' is really about avoiding or reducing editing and delays.

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 **ANCHORING WITHOUT TELEPROMPTER**

The challenges involved in Outside Broadcasting

- Weather, rain is especially the enemy of electronics.
- Electricity, you need sufficient and reliable power to support all the equipment, including any lighting. You might need generators to avoid overloading the local supplies.
- Cabling, you have to run video coax and/or fiber, as well as audio cables and power cables around the site and without risking people's lives. Too often bad cabling can be dangerous.
- Time, how long do you have to set-up and tear down? If you have limited time then do you have enough technicians?
- Lighting, does the space light well and does that affect heat/safety/air-conditioning/power?

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