



Anchor Team Presentation (2-3 minutes)

The **Anchor Team Presentation** contest focuses on showcasing the on-air presence, professionalism, and teamwork of a student news anchor team. The goal is to demonstrate the anchors' ability to deliver news effectively, maintain a professional demeanor, and engage with their co-anchor and audience in a seamless manner.

Key Elements of the Anchor Team Presentation:

1. Teamwork and Chemistry:

- The **interaction between the anchors** should feel natural and fluid. The team must work together to present the news in a way that feels engaging and cooperative. Each anchor should support the other by providing smooth transitions between stories and interacting with one another professionally.
- The anchors should have **good chemistry**, ensuring they complement each other's delivery style. There should be a sense of **balance** where both anchors contribute equally to the broadcast.

2. Clear and Professional Delivery:

- The **presentation style** should be professional, with each anchor speaking clearly, confidently, and at a measured pace. The delivery should be smooth, without awkward pauses or rushed segments.
- The anchors must project confidence, making eye contact with the camera, and using appropriate body language. Their voices should be dynamic, with varying tones to avoid sounding monotonous.
- **Reading Pace:** The pace should be easy for viewers to follow, with appropriate pauses for emphasis and clarity.

3. Prompter Use and Eye Contact:

- The use of the **teleprompter** should be seamless. The anchors should read from the prompter without appearing to be staring at it, maintaining **natural eye contact** with the camera.
- They should avoid sounding robotic or overly dependent on the script, delivering the content with a conversational tone that engages the audience.
- **Ad-Libbing:** If required, anchors should be able to move between scripted lines and unscripted moments (ad-libs) comfortably, without disrupting the flow of the broadcast.

4. Professional Appearance:

- Anchors should dress in a **professional manner** that reflects the tone of the broadcast. Whether it's a formal news setting or a more casual student broadcast, their appearance should be appropriate and neat.
- Attention to detail, such as posture, facial expressions, and how they sit or stand during the presentation, should reflect professionalism and confidence.

5. Balanced Distribution of Content:

- Both anchors should have an **equal share** in presenting the news. The news stories should be divided in a way that allows both anchors to contribute meaningfully, rather than one anchor dominating the broadcast.



- There should be smooth **handoffs** between the anchors when transitioning from one story to the next. These transitions should feel natural, with each anchor taking turns introducing different segments.
- 6. **Smooth Transitions:**
 - The anchors should be able to transition smoothly between stories or segments. This could include moving from hard news to a lighter story, transitioning from one anchor to another, or leading into a video clip or weather report.
 - Example: "Thanks, Emily. Now, in other news, the Bellville High School robotics team is preparing for their big competition. Let's take a look at how they're getting ready."
- 7. **Engagement with Viewers:**
 - The anchors should be able to **connect with the audience** by presenting the news in a way that feels conversational and engaging. The tone should be friendly yet professional, making viewers feel like they're part of the conversation.
 - Example: "It's a big weekend ahead for the Bellville Brahmas! Don't forget to come out and support the team at Friday night's game."
- 8. **Interaction Between Anchors:**
 - In addition to delivering the news, anchors should **interact with each other** during appropriate moments, such as sharing reactions, commenting on lighter stories, or passing the conversation smoothly. This helps create a more dynamic presentation and keeps the energy of the broadcast lively.
 - Example: "I can't believe how close that game was last night! Definitely a nail-biter, don't you think?" "Absolutely, it kept everyone on the edge of their seats."
- 9. **Appearance of Comfort and Confidence:**
 - Both anchors should appear **comfortable** in front of the camera, showing confidence and composure. Any nervousness or hesitation should be minimized, and the anchors should work together to create a polished presentation.
 - Even during unscripted moments or slight mistakes, the anchors should recover quickly and maintain their professional demeanor.
- 10. **Appropriate Use of Supers (Lower Thirds):**
 - Lower-thirds (or **supers**) should be used appropriately to identify the anchors or other relevant information. These should be **professionally designed** and consistent in style, adding to the broadcast's polished look.
- 11. **Pacing and Time Management:**
 - The **entire segment** should last between 2-3 minutes, requiring precise pacing. Anchors need to manage the time effectively, ensuring that they cover all the news without rushing or dragging out any sections.
 - Each story or segment should be concise, allowing the anchor team to smoothly transition through the broadcast within the allotted time.
- 12. **Technical Considerations:**
 - The overall **technical quality** of the broadcast matters. This includes the clarity of the audio (ensuring no background noise or mic issues) and the visual quality (lighting, camera focus, and shot composition). The anchors should be well-lit, clearly visible, and centered in the frame.



- **Camera Turns:** If the broadcast involves more than one camera, the anchors should be comfortable with **camera turns**, transitioning their attention from one camera to another smoothly when needed.

Criteria for Judging:

- **Teamwork and Interaction:** How well the anchors work together and complement each other's presentation styles.
- **Delivery and Professionalism:** Clarity, confidence, and professionalism in the way the news is presented.
- **Appearance and Body Language:** The anchors' visual presentation, including professional dress, body language, and posture.
- **Engagement with Audience:** How well the anchors engage the viewers, making the news feel accessible and conversational.
- **Pacing and Time Management:** Proper time management within the 2-3 minute limit, ensuring smooth transitions and balanced content.
- **Technical Quality:** The visual and audio quality of the broadcast, including camera focus, lighting, and clear sound.

In summary, the **Anchor Team Presentation (2-3 minutes)** contest challenges students to deliver a professional, engaging, and well-coordinated newscast segment as a team. It requires strong teamwork, confident on-air presence, and the ability to deliver news clearly while engaging with each other and the audience in a smooth and polished manner.