

TELEVISION PRESENTATION



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SCOPE

- ◆ Television Presentation
- ◆ The Television Presenter
- ◆ Qualities of a good presenter
- ◆ How to be a good presenter
- ◆ Scope of work
- ◆ Ethics of TV presentation

What is Television presentation?

- ◆ It refers to the way in which TV stations present themselves between programmes
- ◆ It has become increasingly important in the current multi-channel television environment for TV stations to create an attractive and distinct on-air appearance, through the various elements that form the “television presentation” umbrella.
- ◆ These elements include:
 - ① Station Idents,
 - ② Short clips (often shown before a programme)
 - ③ Continuity announcers who speak over the clips with information about programmes on the station

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- ❖ However, today, this approach is less common because its expensive and monotonous.
- ❖ Computerised graphic elements such as [Digital On-screen Graphics](#) (DOGs) e.g “Coming up next”, “Tonight on”, “Tomorrow night” and [End Credit Promotions](#) (ECPs) have become more popular
- ❖ The presentation of a television station can have a large bearing on its success.

The Television Presenter

- ◆ The television presenter is the front-person for a program
- ◆ **The job includes:**
 - Presenting information and/or opinions
 - Introducing people and elements of the show
 - Interviewing guests
 - Linking between segments of the show
 - Taking part in onscreen activities
- ◆ Being a presenter is all about personality.
- ◆ Although presenters must learn a few simple technical skills, what usually makes or breaks a presenter is the ability to project the right type of onscreen personality.
- ◆ Obviously some presenting roles have specific requirements. For example, a news reader must be able to read an autocue/Teleprompter without mistakes, a football presenter must have good game knowledge, a children's presenter must be able to relate well to kids, etc.
- ◆ During a typical production the presenter may need to work closely with the director, floor manager, camera operators and sound operators.

Required Skills

◆ Presenters are expected to have the following skills:

- ✓ Good communication skill,
- ✓ Good Body language,
- ✓ Nice facial expression
- ✓ Basic knowledge of television terminology and operating procedures.
- ✓ A clear voice.
- ✓ Self-confidence.
- ✓ Interpersonal skills.
- ✓ For studio or OB work, the ability to keep presenting while hearing instructions through an earpiece.
- ✓ Improvisation skills.
- ✓ An ability to memorise and recall facts, figures and storylines is invaluable - this can be cultivated and developed quite easily.
- ✓ The ability to work calmly under stress/pressure.
- ✓ In most cases, some knowledge of the program topic (e.g. sports, etc).

TV-Friendliness

- ❖ Like it or not, it's a fact that your looks can have a bearing on your ability to find work as a presenter.
- ❖ You don't necessarily have to be gorgeous, but let's face it — ugly people are under-represented in this vocation. TV is a visual medium and you will be on display
- ❖ I don't approve of it but that's the reality.
- ❖ If you're not blessed with great looks, don't worry that you can never be in front of a camera. You might be surprised at how well you come across with a little training and a little makeup.
- ❖ You can also look for work in areas which are less reliant upon looks. For example, an ordinary-looking presenter would have trouble getting work on a makeover show, but might do fine in general interest shows such as science, travel, etc.

TV Presenter Job Description

- ✓ Present programs,
- ✓ Make public service announcements,
- ✓ Appear at newsworthy community events and wrap-up programs for audiences.
- ✓ They also introduce reporters, newscasters, and other professionals appearing on a program or show.
- ✓ Many television presenters research and write their own material, often under tight deadlines.
- ✓ At smaller stations, television presenters may also perform off-air, production-related tasks, such as operating the sound or visual mixer, editing footage and logging program schedules.
- ✓ At some stations, presenters interact with the public off-camera, assisting with report, fundraising and selling advertising.

NTV News Presenter Job Description

- ✓ To carry out in-depth research to a broad brief, with minimal supervision across the whole range of news and current affairs output.
- ✓ To write material for programme scripts, bulletins and links, exercising editorial judgment, maintaining professional journalistic standards and adhering to station policy and legal and contractual guidelines.
- ✓ To undertake interviewing and reporting duties, under broad direction in both recorded and live situations, in studio or on location.
- ✓ To prepare and present bulletins, including assessing incoming copy, sub-editing news copy and deploying the necessary resources.
- ✓ To produce live and pre-recorded TV news and current affairs programmes and to prepare TV packages under supervision.

NTV News Presenter.....

- ❖ To originate and develop programme ideas; to assist in forward planning of material for future programmes.
- ❖ To provide briefings for reporters, camera crews and other resources staff and contributors.
- ❖ To operate broadcast equipment: to direct camera crews on pre-recorded and live coverage.
- ❖ On occasions, to administer programmes budgets, ensuring effective use of money and resources.