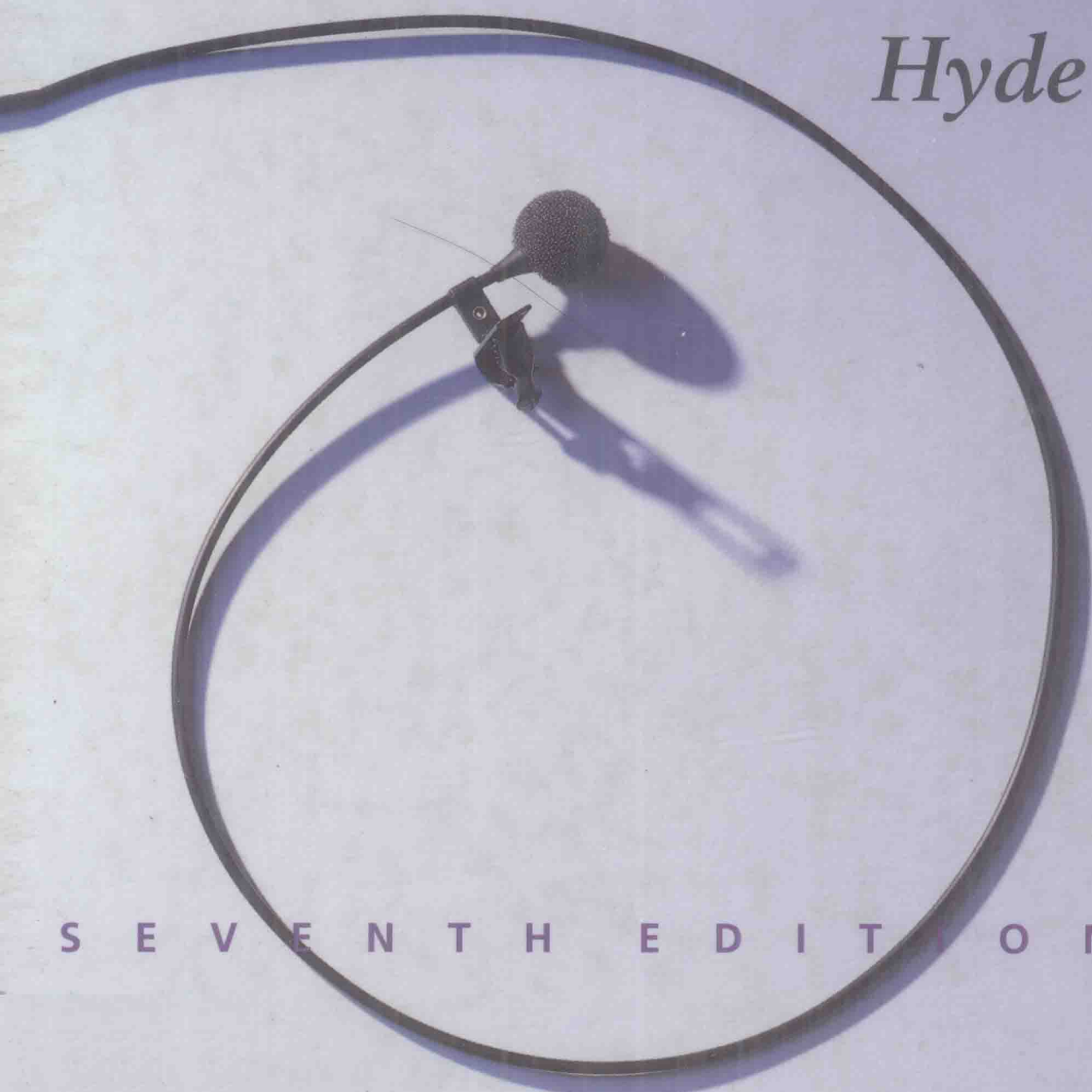


TELEVISION & RADIO

A N N O U N C I N G

*Hyde*

S E V E N T H E D I T I O N





# **Television and Radio Announcing**

Seventh Edition

**Stuart W. Hyde**

San Francisco State University

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**Once again,  
to my wife, Allie, and to our children,  
Stuart, Jr.,  
John Christlan, and  
Allison Elizabeth Ann**

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# **Television and Radio Announcing**

# Preface

*Television and Radio Announcing* emphasizes performance abilities essential to successful communication through the electronic media. The seventh edition is a comprehensive introduction to the diverse field of performance, and it covers many topics. The early chapters focus on aspects of good communication and performance: analysis of copy and ways of conveying moods and messages effectively; and guidelines for pronunciation, voice quality, and American English usage. Chapter 5 is devoted to an overview of electronic equipment operated by most announcers.

The second section of the book discusses particular announcing practices, such as performing before microphones and cameras, delivering commercials, strategies for interviewing and ad-lib announcing, talk show hosting, radio and television newsgathering and reporting, and music and sports announcing. The last chapter of the text is devoted to such practical considerations as job-seeking tools and career options within the broad field of electronic communication.

In addition to the fourteen chapters that make up the text, seven appendices offer valuable information. Appendix A provides many radio and television commercial scripts that may be used for practice. Appendix B is a pronunciation guide containing about 300 words that are often mispronounced yet that may appear in radio or television copy. Appendices C and D are devoted to phonetic transcription and foreign language pronunciation. Appendices E and F provide reference material to help you use correct terminology for job titles (a “midwife,” according to the U.S. Department of Labor, is now to be called a “birth attendant”) and for citizens of the world (the singular noun for a citizen of Lesotho is “Mosotho”; the plural noun and adjective are “Basotho”). Appendix G provides suggested

readings for those who want to expand their knowledge of topics covered in the text.

Those familiar with earlier editions of *Television and Radio Announcing* are aware that the book takes a practical approach to the announcing profession, offering throughout tips on the mechanics and techniques of media performance. Because of the flexibility of topical presentation, instructors and students can arrange the material in ways best suited to their needs.

## **New to This Edition**

It is no exaggeration to say that the fields of electronic communication, including broadcasting, cable, and corporate media, have undergone more changes in the past four years than in the preceding twenty. Changes include dramatic advances in electronic equipment, as well as changes in the structure and practices of the communications industries.

A description of new technology that has brought digital, tapeless operations to radio stations and recording studios is described in Chapter 5, "Broadcast Equipment." Among new equipment items are: transmission systems that send digitally recorded commercials over telephone lines to hard disks for storage and eventual air play; digital cartridge machines (DCMs), which use 3½ inch floppy disks (of the type used in Macintosh computers) to store and play digitally recorded announcements and music; and digital audio recording and editing systems that use audio consoles, computerized work stations, track balls, and display screens to record, mix, and edit announcements. Changes in television technology include operatorless robotic cameras in television newsrooms and complete video and audio editing stations in remote vans that permit reporters to prepare and send, by microwave relay, complete news packages to their stations from the field. In Chapter 5 and elsewhere, new material explores ways in which announcers' jobs are being affected by new technology.

In previous editions, a chapter titled "Voice and Diction" discussed all aspects of human speech. Because the chapter continued to grow, eventually becoming unwieldy, it has been reorganized and appears now as two chapters: Chapter 3, "Voice Quality," and Chapter 4, "Pronunciation and Articulation." I believe that the material in these chapters is better organized than before and is therefore more understandable and more readily retrievable.

A section in Chapter 8, “Commercials and Public-Service Announcements,” provides information on accents, dialects, and character voices. The chapter also includes many commercials for student practice.

Chapter 14, “Starting Your Announcing Career,” has been reworked and made more applicable to all types of announcing careers. This chapter shows how to prepare résumés, cover letters, and audition tapes; discusses resources and strategies for job seeking; provides information on performers’ unions and relocating for that first job; and includes a self-assessment checklist that will help readers determine their goals and priorities.

Phonetic transcription and foreign language pronunciation have been included as Appendices C and D. Detailed information is given to assist readers in learning to use wire-service phonetics, diacritics, and the International Phonetic Alphabet. Throughout the book, words are customarily transcribed into the symbols of all three of these systems. At the same time, readers can use the text without knowing any of these systems.

### **Features on People and Issues**

The Spotlight series features people and issues of broadcasting. In some Spotlight features, successful announcers share their stories about climbing the competitive career ladder and offer tips on how to sell a radio commercial or how to make sure a résumé gets noticed. Other Spotlights track the careers of national figures such as Oprah Winfrey and Harry Caray and address topics such as “broadcast speech,” politically correct language, and ethical and legal considerations for broadcast announcers.

### **Practical Application Guides**

Checklists, which offer concise, point-by-point strategies for better broadcast performance, appear throughout the text. They outline tips for analyzing copy, preparing for an interview, getting ready to go on the air, and so on.

Practice sections at the end of chapters offer opportunities to put theory into practice by directly applying chapter concepts in projects that can be performed at home. Students can practice announcing techniques by recording news copy, commercials, and other broadcast material on audio tape and then analyzing the results

on playback. Through this, students can assess their ability to vary their timing to suit the mode of a piece and to judge their performance in a variety of announcing styles.

## **Supplementary Materials**

An Instructor's Resource Manual is available to instructors adopting the seventh edition. The IRM contains suggestions for instructors about how to structure their announcing course, a sample syllabus, advice for teaching each chapter, and quizzes (with answers included) for use in testing student knowledge of text material throughout the course.

The IRM is also available on disk so that interested instructors may modify the syllabus, handout, and/or quizzes in the manual according to their individual teaching needs. The IRM disk is available in ASCII format for either IBM-compatible or Macintosh computers.

A valuable computerized learning tool for students is also available upon adoption of the seventh edition. A computer disk containing both news and commercial copy is available for students to print out scripts (or read them from the screen) in order to practice their announcing skills. The practice disk is available for either IBM-compatible or Macintosh computers.

## **Acknowledgments**

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S.W.H.

# **Television and Radio Announcing**

# Contents

Preface xv

## Chapter 1

### **Announcing for the Electronic Media 1**

The Radio and Television Announcer	3
Employment as an Announcer	8
Education and Training	11
CHECKLIST: Taking Courses to Build Your Career	15
The Announcer's Responsibility	17
SPOTLIGHT: Broadcast Ethics and the Announcer's Responsibility	18
PRACTICE: Interviewing a Successful Announcer	21
PRACTICE: Establishing Ethical Guidelines	22

## Chapter 2

### **The Announcer as Communicator 23**

Principles of Effective Communication	25
Interpreting Copy	27
Getting the General Meaning	29
CHECKLIST: Analyzing Broadcast Copy	29
Stating the Specific Purpose	30
Identifying the General Mood	31
Determining Changes in Mood	33
Determining the Parts and the Structure	35
Analyzing Punctuation Marks Used in Scripts	37
Marking Copy	40
Verifying Meaning and Pronunciation	41

Reading Aloud	43
Reading Ahead	43
Conveying Interest in Your Material	44
Talking to the Listener	45
Getting Background about Authors and Copy	46
Employing Characterization	47
Ad-lib Announcing	47
CHECKLIST: Getting Better at Announcing	48
Know What You Are Talking About	49
Be Interested in What You Are Saying	49
Be Eager to Communicate with Your Listener	50
Develop an Attractive Personality	50
PRACTICE: Analyzing the Delivery of Professional Announcers	50
PRACTICE: Effecting Mood Changes	50
PRACTICE: Talking a Script	51
PRACTICE: Ad-lib Announcing	53
SPOTLIGHT: Tips from a Voice-over Pro	55

### Chapter 3

## **Voice Quality     57**

Speech Personality	58
Analyzing Your Speech	59
Voice Analysis	62
Pitch	62
Volume	65
Tempo	66
Vitality	67
Voice Quality	67
Resonance versus Thinness	67
Breathing and Breathing Exercises	69
Common Voice Problems	70
Nasality and Denasality	70
Huskiness	72
Excessive Sibilance	72
The Importance of Voice Improvement	73
PRACTICE: Achieving a Low Pitch	73

PRACTICE: Varying Your Pitch	74
PRACTICE: Varying Your Tempo	75
PRACTICE: Working on Nasal Resonance	76
SPOTLIGHT: How a News/Announcing Duo Achieved Their Good Sound	77

## Chapter 4

### **Pronunciation and Articulation 80**

Variations in United States and Canadian Speech	80
Causes of Mispronunciation	83
Speech Sounds of American English	85
Vowels	86
Diphthongs	91
Consonant Sounds	95
Phonetic Transcription	96
Articulation	96
Articulation Problems	97
SPOTLIGHT: The Debate over General American Speech	104

## Chapter 5

### **Broadcast Equipment 106**

Microphones	110
Internal Structure	111
Pickup Patterns	112
Intended Use	114
Audio Consoles	115
Tape Carts, CD and DAT Players, and Digital Cartridge Machines	120
Turntables	122
Components	123
Cuing Up	123
Automated Radio Stations	124
PRACTICE: Comparing the Audio Quality of Microphones	126

PRACTICE: Surveying Field Equipment	126
SPOTLIGHT: Equipping Broadcast Studios for the Twenty-first Century	127

## Chapter 6

### **American English Usage 129**

Our Changing Language	131
American English and Ethnicity	133
Gender in American English	136
Nations and Citizens of the World	138
Usage Guidelines	139
Age Referents	139
Jargon and Vogue Words	141
Redundancies	143
Clichés	146
Latin and Greek Plurals	149
Nonstandard Expressions and Usage	150
Slang	150
Solecisms	151
Words Often Misused	152
Deliberate Misuse of Language	159
PRACTICE: Improving Vocabulary and Pronunciation	161
PRACTICE: Analyzing Regional Accents	161
SPOTLIGHT: Politically Correct Language	162

## Chapter 7

### **Performance 165**

Audience Rapport	166
Overcoming Microphone and Camera Fright	167
Microphone Consciousness	171
Camera Consciousness	173
Hitting Marks	174
On-Camera Movement	175
Holding Props	180
Holding Scripts	182
Using Peripheral Vision	182

Clothing and Makeup	182
Working with Cue Cards	184
Working with Prompters	185
Instructions and Cues	186
Taking a Level	188
Hand Signals	189
Performance Skills	193
Preparing for a Performance	193
CHECKLIST: Preparing to Perform	194
Achieving a Conversational Style	195
Reading Telephone Numbers	196
Developing a Sense of Time	197
Other Tips for Improving Your Performance	198
Evaluating Performances	199
PRACTICE: Gauging Your Own Performance	199
CHECKLIST: Evaluating Radio and Television Performances	200
CHECKLIST: Evaluating Television Performances	201
PRACTICE: Getting Through an Ad-lib Challenge	202
SPOTLIGHT: Breaking into the Announcing Field	202

## Chapter 8

### **Commercials and Public-Service Announcements    205**

The Role of Advertising Agencies	206
In-House Production	208
The Announcer's Role	209
Analyzing and Marking Commercial Copy	210
Analyzing the Structure	210
Analyzing the Mood	213
Marking Commercial Copy	216
Recording a Commercial in a Studio	218
Working with Commercials During an On-Air Shift	220
Character Voices	223
Radio Public-Service Announcements	225
Television Commercials	228
CHECKLIST: Making Effective Television Commercials	232
PRACTICE: Trying Accents and Character Voices	233



PRACTICE: Delivering Radio Commercials and PSAs	247
PRACTICE: Delivering Television Commercials	247
PRACTICE: Producing Your Own Commercial	248
SPOTLIGHT: Radio Station Advertising Practices	249

## Chapter 9

### **Interview and Talk Programs 251**

Principles of Effective Interviewing	253
Avoiding Abstraction	253
Avoiding Bias	255
Tips for Conducting Successful Interviews	255
CHECKLIST: Becoming a Skilled Interviewer	256
Preparing for the Interview	258
The Guest	259
Conducting the Interview	261
Radio Talk-Show Hosts	270
Preparing for the Shift	271
Performing as a Talk-Show Announcer	273
Legal and Ethical Concerns	275
Challenges and Responsibilities	276
Hosting Television Talk Programs	277
Types of Talk Shows	277
PRACTICE: Interviewing	278
PRACTICE: Covering Radio News	281
SPOTLIGHT: The Real-Life Appeal of Oprah Winfrey	282

## Chapter 10

### **Radio News 284**

Anchoring Radio News	285
News Sources	286
Preparing for a Shift	290
Writing News	294
CHECKLIST: Writing Effective News Copy	294
Delivering the News	298
The Radio Field Reporter	301
Live Reporting	302
Voicers, Actualities, Sceners, and Wraps	303