

# Television and Radio Announcing

Sixth Edition

Hyde



# **Television and Radio Announcing**

**Sixth Edition**

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**Houghton Mifflin Company**

**Boston**

Dallas

Geneva, Illinois

Palo Alto

Princeton, New Jersey

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

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Printed in the U.S.A.

Library of Congress Catalog Card Number: 90-83277

ISBN: 0-395-54446-7

BCDEFGHIJ-AH-987654321



# Preface

*Television and Radio Announcing* emphasizes performance skills essential to successful communication through electronic media. Like its predecessors, the Sixth Edition is a comprehensive introduction to the diverse field of broadcast performance, and it covers many topics: analysis of copy and ways to convey the mood and message effectively; instructions for working with microphones, cameras, and studio equipment; guidelines for pronunciation, voice quality, and usage; strategies for interviewing and ad-lib announcing; techniques for specialized announcing; and career options and job seeking within the industry.

Those familiar with earlier editions of *Television and Radio Announcing* are aware that, rather than proposing a single theory of announcing, the book presents several theories of communication. Beyond this foundation of theoretical balance, however, the book takes a very practical approach to the announcing industry, offering throughout tips on the mechanics and techniques of announcing. 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

### Chapter on Finding a Job

The Sixth Edition, which has been updated and reorganized, features an all-new chapter, Chapter 13, “Starting a Career in Broadcasting.” 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 helps students determine their own goals and priorities.

## **New Sections and Organization**

The early chapters again focus on aspects of good communication and performance; chapters on voice quality and American English usage follow; after a tour through the average studio's equipment, the book turns to particular announcing specialties, such as commercials, interviewing, radio and television news, and music announcing.

Chapter 1 has expanded material on ethics in broadcast announcing, including a self-evaluatory section on typical ethical dilemmas in the workplace.

In "Broadcast Equipment" (Chapter 6) and elsewhere, new material explains how announcers' jobs have been affected by advanced technology such as digital programming and playback systems, satellite uplinks, and portable cameras and recorders.

A new section in the chapter titled "Commercials and Public-Service Announcements" provides information on accents, dialects, and character voices; the chapter also includes many commercials for student practice.

Material on foreign pronunciation and the International Phonetic Alphabet (IPA), which had previously been integrated with material throughout the book, has been consolidated into two distinct chapters (Chapters 14 and 15) and placed at the end of the book for easy reference.

Finally, the appendixes offer brief guidebooks to pronunciation, official job titles, and nation/nationality terms.

## **Features on People and Issues**

The reader will find a new series of "Spotlight" features on the people and the 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 your résumé gets noticed. Other "Spotlights" track the careers of national figures such as Oprah Winfrey, Harry Caray, and Arsenio Hall; explain the technology of the 1990s for studios and weather reporting; and address topics such as news production at National Public Radio and ethics in broadcast announcing.

## **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-air, and so on.

Practice sections at the end of chapters put theory into practice by directly applying chapter concepts in projects that the student can perform at home or in the dorm room. (Ideas for group projects are offered in the Instructor's Manual.) Practicing timing and style on audio tape, turning newspaper stories into news copy, and analyzing commercial copy are some of the ways students can begin immediately to apply announcing techniques.

## Acknowledgments

In preparing the Sixth Edition of *Television and Radio Announcing*, I consulted with numerous professional broadcasters, colleagues, instructors, career guidance personnel, equipment manufacturers, and advertising agency personnel. To all who helped, I extend sincere thanks for your cooperation and suggestions and your interest in the project.

Among my colleagues who provided special help are Dr. Stanley T. Donner, professor emeritus of the University of Texas at Austin, and Ernie Kreiling, professor of telecommunications and syndicated television columnist. Of great help to me were several colleagues at San Francisco State University, including Chief Engineer Winston Tharp and Professors Herbert L. Zettl, Rick Houlberg, Herb Kaplan, Doug Carroll, and John Hewitt. I am very grateful to the late Professor Paul C. Smith, long-time audio coordinator for the Broadcast Communication Arts Department at San Francisco State. Paul is responsible for most of what I know about audio.

Manuscript for this revision was read and commented upon by professionals from radio and television stations and professors of broadcasting. Their comments, suggestions, and encouragement were extremely helpful to me. I am grateful to these individuals:

Rick Barnes, Southern Ohio College

Sharon Brody, WBCN-FM, Boston

Richard Carvell, Arkansas State University

David Eshelman, University of Arkansas

Douglas Ferguson, Bowling Green University

David Gravel, Miami-Dade Community College

Mark Suppelsa, KSTP-TV, Minneapolis  
Donna Walcovy, Framingham State College  
Kathleen Whitson, Brookhaven College  
Ron Wilson, University of Cincinnati  
Robert Wright, Pasadena City College

I also thank Chet Casselman, who once again allowed me to use his excellent suggestions for writing news copy. Peter Cleaveland of ABC Radio News and Wayne Freedman of CBS News shared with me their techniques for producing both radio and television news packages.

Sports directors and announcers who were generous with their help include Don Klein; Art Popham, independent sports producer, Tacoma, Washington; Lon Simmons and Bill King, radio play-by-play announcers for the Oakland A's; and Walt Brown, former play-by-play announcer for the University of Arizona.

Broadcast personnel from KRON-TV who made contributions include Darryl Compton, associate news director for operations; Bob McCarthy, traffic reporter; news anchors Bob Jiminez and Evan White; urban affairs specialist Belva Davis; and political analyst Rollin Post. At KGO-TV, I was helped by news anchors Cheryl Jennings and Don Sanchez. At WBZ-TV, I received assistance from television news publicist Andrew Radin, news anchor Jack Williams, talk show host Buzz Luttrell, and floor director Patsy Wheeler. Producer Andrew Findlayson, reporter Leslie Griffith, and engineering director Ed Cosci of KTVU were very helpful to me. My thanks to Terry Lowry, Eric Greene, Nerissa Azurin, and Cheryl Fong for posing for photos. Terry and Eric were very helpful in discussing their work with me.

Personnel of radio station KFRC were generous in updating my knowledge of popular music broadcasting. My appreciation is extended to chief engineer Philip Lerza, production director Albert Lord, and disc jockey Bobby Ocean. Fritz Kasten of Windham Hill Productions provided information on New Age Music. Dave Sholin, of "The Gavin Report" and formerly program and music director of KFRC, was especially helpful. KTID personnel who influenced this book include general manager Susan Bice, general sales manager Dick Blaustein, chief engineer Tom Howard, and program director Maria Lopez. At KCBS, help was provided by Al Hart, Valerie Coleman, Harvey Steiman, and Barbara Kaufman. Jim Eason of KGO Radio provided ideas on radio talk shows, and Rosie Allen and Ed Baxter contributed information on radio news performance.

Bill Kalbfeld, deputy director and managing editor of the Associated Press, provided detailed information about that organization's services.

Advertising agencies that supplied copy for the book include Allen and Dorward; Ammirati & Puris, Inc.; Ketchum Communications; Cunningham & Walsh, Inc.; Grey Advertising, Inc.; McDonald & Little Advertising; and Ingalls Associates, Inc.

Special assistance also was provided by the following individuals: Jim Deasy, Cindy Mills, Gerry Sher of KABL, Mike Ching of KGO-TV, Scott Singer, and Paul C. Mesches of Backer & Spielvogel Advertising. Gene Chaput of Young & Rubicam/San Francisco made available the outstanding commercial copy from the Lincoln-Mercury Division of the Ford Motor Company. Chuck Blore, of Chuck Blore & Don Richman, Inc., provided some of the most creative copy in the book. Additional thanks to Del Gundlach, creator of Cheep Laffs; freelance announcer Peter Scott; and Troy Alders of TLA Productions. Special thanks to Samantha Paris and Denny Delk, who provided valuable material on performance and job seeking.

*S. W. H.*





# Contents

Preface		xii
Chapter 1	<b>Broadcast Announcing</b>	<b>1</b>
	The Broadcast Announcer	3
	Employment as an Announcer	7
	Education and Training	9
	<b>Checklist: Taking Courses to Build Your Career</b>	<b>12</b>
	The Announcer's Responsibility	15
	<b>Spotlight: Broadcast Ethics and the Announcer's Responsibility</b>	<b>16</b>
	<b>Practice: Interviewing a Successful Announcer</b>	<b>19</b>
	<b>Practice: Establishing Ethical Guidelines</b>	<b>19</b>
Chapter 2	<b>The Announcer as Communicator</b>	<b>20</b>
	Principles of Effective Communication	22
	Interpreting Copy	24
	Getting the General Meaning	24
	<b>Checklist: Analyzing Broadcast Copy</b>	<b>25</b>
	Stating the Specific Purpose	25
	Identifying the General Mood	27
	Locating Changes in Mood	29
	Determining the Parts and the Structure	31
	Analyzing the Function of Punctuation	33
	Verifying Meaning and Pronunciation	38
	Reading Aloud	40
	Conveying an Interest in the Material	41
	Talking to the Listener	42
	Getting Some Background	43
	Employing Characterizations	44
	Ad-Lib Announcing	44

<b>Checklist: Getting Better at Ad-Lib Announcing</b>	<b>45</b>
<b>Spotlight: Every Night's a Party with Arsenio Hall</b>	<b>46</b>
<b>Practice: Analyzing Voice Quality</b>	<b>49</b>
<b>Practice: Effecting Mood Changes</b>	<b>49</b>
<b>Practice: Talking a Script</b>	<b>49</b>
<b>Practice: Ad-Lib Announcing</b>	<b>52</b>
 <b>Chapter 3 Performance</b>	 <b>55</b>
Overcoming Microphone and Camera Fright	56
<b>Spotlight: The Real-Life Appeal of Oprah Winfrey</b>	<b>57</b>
Lack of Experience	59
Lack of Preparation	59
Fear of Failure	59
Lack of Self-Esteem	60
Lack of Mental Preparation	61
Dislike of One's Voice or Appearance	61
Microphone Consciousness	62
Camera Consciousness	64
Hitting Marks	64
Standing on Camera	65
Sitting on Camera	66
Telegraphing Movement	66
Cheating to the Camera	67
Addressing the Camera	68
Holding Props	70
Holding Scripts	71
Using Peripheral Vision	72
Clothing and Makeup	72
Working with Cue Cards	73
Working with Prompters	74
Instructions and Cues	77
Taking a Level	79
Hand Signals	80
Phonetic Transcription	85
Wire-Service Phonetics	87
Diacritical Marks	92
The International Phonetic Alphabet	93
Performance Skills	94
Preparing for a Performance	94

	<b>Checklist: Preparing to Perform</b>	<b>95</b>
	Achieving a Conversational Style	96
	Reading Telephone Numbers	96
	Developing a Sense of Time	97
	Other Tips for Improving Your Performance	98
	Evaluating Performances	99
	<b>Practice: Gauging Your Own Performance</b>	<b>99</b>
	<b>Checklist: Evaluating Radio and Television Performances</b>	<b>100</b>
	<b>Checklist: Evaluating Television Performances</b>	<b>101</b>
	<b>Practice: Getting Through an Ad-Lib Challenge</b>	<b>102</b>
<b>Chapter 4</b>	<b>Voice and Diction</b>	<b>103</b>
	Pitch	104
	Optimum Pitch	105
	Inflection	107
	Volume	107
	Tempo	108
	Vitality	109
	Pronunciation	110
	Pronunciation Problems	110
	Speech Sounds of American English	112
	Voice Quality and Articulation	120
	Diagnosing Problems	121
	Improving Voice Quality	122
	<b>Spotlight: How a News/Announcing Duo Achieved Their Good Sound</b>	<b>126</b>
	Improving Articulation	129
	<b>Practice: Achieving a Low Pitch</b>	<b>135</b>
	<b>Practice: Varying Your Pitch</b>	<b>136</b>
	<b>Practice: Varying Your Tempo</b>	<b>136</b>
	<b>Practice: Pronouncing Diphthongs</b>	<b>138</b>
	<b>Practice: Working on Nasal Resonance</b>	<b>139</b>
	<b>Practice: Pronouncing Consonants</b>	<b>140</b>
<b>Chapter 5</b>	<b>American English Usage</b>	<b>147</b>
	Age Referents	149
	Jargon and Vogue Words	150
	Redundancies	152
	Clichés	154

	Latin and Greek Plurals	157
	Nonstandard Expressions and Usage	158
	Slang	158
	Solecisms	159
	Deliberate Misuse of Language	167
	Our Changing Language	167
	American English and Ethnicity	168
	<b>Spotlight: The Debate Over General American Speech</b>	<b>169</b>
	Gender in American English	173
	Nations and Citizens of the World	175
	<b>Practice: Improving Vocabulary and Pronunciation</b>	<b>177</b>
	<b>Practice: Analyzing Regional Accents</b>	<b>177</b>
<b>Chapter 6</b>	<b>Broadcast Equipment</b>	<b>178</b>
	Microphones	180
	Internal Structure	180
	Pickup Patterns	182
	Intended Use	184
	Audio Consoles	185
	Cart Machines and CD Players	191
	Cuing and Playing Carts	191
	Cuing and Playing CDs	192
	Turntables	193
	Components	193
	Cuing Up	194
	Automated Radio Stations	195
	<b>Spotlight: Equipping Broadcast Studios for the Twenty-First Century</b>	<b>197</b>
	<b>Practice: Comparing the Audio Quality of Microphones</b>	<b>198</b>
	<b>Practice: Surveying Field Equipment</b>	<b>198</b>
<b>Chapter 7</b>	<b>Commercials and Public-Service Announcements</b>	<b>199</b>
	Radio Station Advertising Practices	200
	Target Audience	200
	Single-Sponsor Programs	200
	Advertising Purchase Plans	202
	Role of Advertising Agencies	203
	In-House Production	204

	The Announcer's Role	205
	Analyzing and Marking Commercial Copy	206
	Recording a Commercial in a Studio	214
	Working with Commercials During an On-Air Shift	215
	<b>Spotlight: Tips from a Voice-Over Pro</b>	<b>218</b>
	Character Voices	220
	Radio Public-Service Announcements	221
	Television Commercials	225
	<b>Checklist: Making Effective Television Commercials</b>	<b>229</b>
	<b>Practice: Trying Accents and Character Voices</b>	<b>230</b>
	<b>Practice: Delivering Radio Commercials and PSAs</b>	<b>248</b>
	<b>Practice: Delivering Television Commercials</b>	<b>248</b>
	<b>Practice: Producing Your Own Commercial</b>	<b>249</b>
 Chapter 8	 <b>Interview and Talk Programs</b>	 <b>250</b>
	Principles of Effective Interviewing	251
	Avoiding Abstraction and Bias	251
	Tips for Conducting Successful Interviews	254
	<b>Spotlight: Talk-Radio Guru Bruce Williams</b>	<b>258</b>
	<b>Checklist: Becoming a Skilled Interviewer</b>	<b>264</b>
	Announcing at Radio Talk Stations	267
	Preparing for the Shift	268
	Performing as a Talk Show Announcer	270
	Legal and Ethical Concerns	272
	Challenges and Responsibilities	274
	Hosting Television Talk Programs	274
	Types of Talk Shows	275
	A Typical Production Effort	275
	<b>Practice: Interviewing</b>	<b>278</b>
 Chapter 9	 <b>Radio News</b>	 <b>281</b>
	Anchoring Radio News	282
	News Sources	283
	Preparing for a Shift	287
	Writing News	290
	<b>Checklist: Writing Effective News Copy</b>	<b>292</b>
	Delivering the News	294
	The Radio Field Reporter	298
	Live Reporting	298

	Voicers, Actualities, Sceners, and Wraps	299
	Preparing Feature Reports: Minidocs	302
	<b>Spotlight: Top of the News—National Public Radio</b>	<b>303</b>
	<b>Checklist: Recording Interviews Successfully</b>	<b>306</b>
	<b>Practice: Reading News Copy Cold</b>	<b>309</b>
	<b>Practice: Doing Commercials on the Side</b>	<b>309</b>
Chapter 10	<b>Television News</b>	<b>310</b>
	A Typical News Operation	310
	The Field Reporter	314
	Preparing a Package on Tape	315
	Reporting Live from the Field	320
	The News Anchor	322
	Working Conditions and Responsibilities	323
	A Typical Workday	324
	The Weather Reporter	326
	<b>Spotlight: High-Tech Weather</b>	<b>328</b>
	Philosophies of Broadcast Journalism	329
	<b>Practice: Comparing Local and National Newscasts</b>	<b>332</b>
Chapter 11	<b>Music Announcing</b>	<b>333</b>
	The Disc Jockey	333
	Working Conditions	333
	Standard Station Formats	338
	Announcing Styles	343
	Working Conditions at Representative Stations	343
	Preparing for a Career as a Disc Jockey	347
	<b>Checklist: Improving Your Popular Music Announcing Style</b>	<b>348</b>
	<b>Spotlight: Fifty-Year Legend of Radio Cool, Al “Jazzbeaux” Collins</b>	<b>350</b>
	The Classical Music Announcer	353
	<b>Checklist: Polishing Your Classical Music Announcing</b>	<b>356</b>
	<b>Practice: Tracking Rate of Delivery for Different Sounds</b>	<b>357</b>
	<b>Practice: Announcing Popular Music</b>	<b>357</b>
	<b>Practice: Announcing Classical Music</b>	<b>358</b>

Chapter 12	<b>Sports Announcing</b>	<b>368</b>
	Working Conditions of Sports Announcers	369
	Interviewing Athletes	376
	Tape-Editing Considerations	376
	Tips for Effective Interviewing	378
	Sports Reporting	379
	The Television Sports Reporter	379
	The Radio Sports Director	382
	The Play-by-Play Announcer	385
	Working Conditions	386
	Preparation for Play-by-Play Announcing	389
	Calling the Game	391
	Additional Tips on Sportscasting	392
	<b>Checklist: Becoming a Better Play-by-Play Announcer</b>	<b>395</b>
	The Play Analyst	398
	<b>Spotlight: In the Game with Harry Caray</b>	<b>400</b>
	<b>Practice: Play-by-Play Announcing</b>	<b>402</b>
	<b>Practice: Getting Athletes' Names Right</b>	<b>402</b>
Chapter 13	<b>Starting a Career in Broadcasting</b>	<b>403</b>
	Preparing for Your Career	404
	Job-Hunting Tools	405
	Résumés	405
	<b>Checklist: Assessing Your Career Potential</b>	<b>406</b>
	The Cover Letter	415
	Audition Tapes	416
	<b>Spotlight: Breaking into the Announcing Field</b>	<b>418</b>
	Answering Machine	422
	Mailing Address and Phone Number	422
	Finding Job Openings	422
	Applying for a Position as a Disc Jockey	425
	Interviewing for a Job	426
	Joining a Union	430
	Going Where Your Career Takes You	430
	<b>Practice: Drafting Your Résumé</b>	<b>432</b>
	<b>Practice: Checking Out the Job Scene</b>	<b>432</b>

<b>Chapter 14</b>	<b>The International Phonetic Alphabet</b>	<b>433</b>
	Vowel Sounds	435
	The Front Vowels	435
	The Back Vowels	437
	The Vowel Sounds “Er” and “Uh”	437
	Diphthongs	438
	Consonants	439
	Some Common Consonant Problems	440
	Syllabic Consonants	441
	Accent Marks	441
	Summary of the IPA	443
	<b>Practice: Phonetic Transcription</b>	<b>447</b>
 <b>Chapter 15</b>	 <b>Foreign Pronunciation</b>	 <b>448</b>
	Guidelines for Announcers	449
	Spanish Pronunciation	451
	Stress	451
	Spanish Vowels	452
	Spanish Diphthongs	452
	Spanish Consonants	453
	Italian Pronunciation	458
	Stress	458
	Italian Vowels	458
	Italian Diphthongs	459
	Italian Consonants	461
	French Pronunciation	465
	Stress	465
	French Oral Vowels	465
	French Nasal Vowels	466
	French Semivowels	469
	French Consonants	470
	German Pronunciation	473
	German Vowels	474
	German Consonants	475
	Other Languages	480
	<b>Practice: Pronouncing Spanish Words</b>	<b>485</b>
	<b>Practice: Pronouncing Italian Words</b>	<b>485</b>
	<b>Practice: Pronouncing French Words</b>	<b>485</b>
	<b>Practice: Pronouncing German Words</b>	<b>486</b>
	<b>Practice: Pronouncing Foreign Words</b>	<b>486</b>



Appendix A Commercials and PSAs	492
Appendix B Pronunciation Guide	516
Appendix C Revised Job Titles from the U.S. Department of Labor	532
Appendix D Nations and Citizens of the World	539
Appendix E Suggested Readings	550
Glossary	554
Index	572