UNIVERSITY HONORS PROGRAM

SENIOR PROJECT - APPROVAL

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PROJECT TITLE: Developing A Successful Resume Tape

I have reviewed this completed senior honors thesis with this student and certify that it is a project commensurate with honors level undergraduate research in this field.

Signed: _____, Faculty Mentor

Date: 5/7/02

Comments (Optional):

Jonathan Lloyd has developed a project that, I believe, will be quite helpful/useful to students hoping to enter the broadcasting field.

Developing A Successful Resume Tape

Jonathan Lloyd

Abstract

April 17, 2002

The goals of this project are to develop a working guideline to broadcast students at the University of Tennessee on how to develop a resume tape and to develop a working example of my own resume tape based on research. The purpose of this work is to answer the following questions for broadcasting students at the University of Tennessee: What is a resume tape? Why is it important to develop a resume tape? How should resume tapes be produced?

The aim of the research conducted for this paper is to better prepare future students in the broadcast department of the University of Tennessee for their career searches. Defined by the research, are some qualities that News Directors look for in resume tapes and in potential hires. The research was conducted through e-mail surveys of television News Directors, with a focus on qualitative information.

Developing A Successful Resume Tape

Jonathan Lloyd
Dr. Catherine A. Luther: Faculty Mentor
May 8, 2002

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The Problem:

Broadcast journalism is, arguably, a very superficial business. Holding a job can be stressful as an on-air personality. On-air talent must live with the daily pressures of measuring up to community standards of what a broadcaster should be. It is a profession that a person must love.

As a graduating senior, I know that news is where I want to be. The daily challenges presented to on-air personalities excite me. I am ready to take my place in the profession, superficial or not. However, there is a problem. In applying for a job, I am going up against any number of other applicants, some of who might have years of experience on their side. How can I compete?

Beyond my paper resume, the main weapon in my job-hunting arsenal is my resume tape. This tape is a tool that I can use to set myself apart or to bury my hopes. News Directors use resume tapes to evaluate possible hires quickly. My resume tape is my opportunity to show what I can do. It is a chance to show some of my best work. This is the work that I do when I am in a comfortable working environment and not suffering the nervous jitters that might hit me during an interview.

But, I'm going to be a new graduate. I haven't been working in news that long. I don't have years of material to choose from. How do I put together a professional looking resume tape?

The Purpose:

This is the problem facing many graduates here at the University of Tennessee. Graduating college students face a pool of competition at varying levels of experience and knowing what News Directors are looking for can help put more U-T graduates in the broadcasting jobs they want. Producers, photographers, reporters, and even anchors can all benefit from having properly developed resume tapes.

The focus of this research paper is the development of a resume tape for the student who eventually wants to be on-air talent at a television or cable news station. Included in this project will be some simple guidelines by which a novice reporter might be able to develop a tape to compete with seasoned news veterans.

Classes offered here at the University of Tennessee give a good idea of how a resume tape should be structured; however, the research in this paper offers a wider and more contemporary base of knowledge to better prepare future students in the broadcast department for their job searches.

The Research Method:

In order to gather qualitative information from News Directors about what they look for in potential hires, a survey was developed, and the plan was to have around 50 News Directors from across the United States complete and return the surveys. The sample would come from registered members of the Radio and Television News Directors' Association, News Directors from markets differing greatly in size and

coverage area. An e-mail survey was developed to be sent out and returned within several minutes. Of 160 News Directors who received e-mail surveys, 49 responded to the survey questions

The survey questions were as follows:

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
2. What role does video quality play in your decision?
3. What should not be on a resume tape?
4. How should a resume tape be organized? (Ex. montage, 3 packages, anchor, slate)
5. How long do you usually view a resume tape?
6. What qualities tend to attract you to an applicant?
7. What is one (or two) of the most common resume tape problems you see?
8. Comments?

There were specific reasons why each question was asked. These reasons were based on previous knowledge, alumni horror stories, and older textbooks. Also, the open-ended nature of the questions allowed News Directors to be as wordy or as brief as they desired.

First, there were not always as many tape formats available to broadcasters as there are today, and digital video is playing an ever-increasing role. ***** Give a history of VHS, BETA, DVC Pro, and a quality comparison of these tapes' formats, their purchase, and the ease of access to recording and playing equipment. Because one person

owns a VHS VCR at his or her home does not mean he or she can assume that everyone has that format of playback machine or that all News directors will want VHS.

Among graduating broadcast students there are rumors of News Directors responding favorably to gimmicks, gifts, and stupid human tricks. Candy stowed away in the tape casing or party favors are just a few of the suggested gimmicks. Funny stand-ups, scented thank you cards, or scripted monologues describing personal qualities are also ideas floating around. Some people have suggested enclosing 8" x 10" glossy photos. Broadcast students need to know if these gimmicks truly work.

Another thing graduates need to know is how to organize a resume tape. There are several possible parts to each tape. A montage is a selection of short clips featuring stand-ups that convey the look and voice of the reporter or anchor. Packages are prepackaged stories from beginning to end that include voice-over video, sound bytes, and often a reporter stand-up. Packages should be able to stand by themselves or be built into larger news programs. There is also the possibility of including anchor work. This would involve editing additional story formats into the tape including copy stories, voice-over video with sound bites, and other studio work. Each of these elements takes work and experience to develop.

Some graduates are scared to put a large amount of planning into developing a resume tape. There are horror stories floating around the broadcasting department about the length of time that News Directors look at resume tapes. There are stories of News Directors who already know what look and sound they want. It is said that if an applicant does not have both, within 5-10 seconds his or her resume tape is ejected. Graduating

reporters and anchors need to know what qualities News Directors look for in talent to prevent there hard work from being ignored before it even gets started.

Also, students aspiring to be broadcasters need to know if looks are all that matter. Do news Directors really only want Barbie and Ken doll-looking people to deliver the news? Is being on-air talent strictly looking good and being able to read? How important are the actual words spoken on the tape?

Being beginners, new graduates need to know what amateur mistakes to avoid. As much as each person would like to think that he or she is prepared for anything, the truth is that many are not. If UT students are aware of their shortcomings, they can avoid common mistakes.

Hypothesis:

The hypothesis is that News directors will say that VHS is the preferred tape format. They will say that video quality does not play an important role and that an applicant should just be wary of poor quality video on a resume tape. Many News Directors will say the given example of a montage, 3 packages, some anchor work, and a slate is a suitable form of tape organization. Resume tape viewing will be reported to last between 10-15 seconds. Good looks and voice are expected to rank high in attracting most News Directors' attention, just as little experience and no footage or sound are expected to be common mistakes.

Analysis of Data:

In general, the hypothesis was correct. Many of the News Directors who responded gave answers very similar to expectations; however, there were some surprises.

First, there is the question of what tape format to use. 46 of 49 News directors said VHS is the preferred tape format. VHS is the majority's first choice for various reasons. Eric Huseby, the News Director at KVIA-TV in El Paso, TX says VHS "gives [him] more options. [He] can screen tapes at home or virtually anywhere. Many stations have broadcast-quality format (Beta, DVC, etc.) decks only in public places, and it's generally best to screen tapes privately." Huseby also cautions applicants to be extremely careful to research what format an employer wants.

Assistant News Director of the Ohio News Network in Columbus, OH, Shawn Harkness explains that "there is no 'standard' tape format for resume tapes. However, I personally prefer VHS. They can be watched at the office without having to sneak into an edit bay, and they can be taken home. If an ad says to send a tape on a specific format, be sure to submit it on that format. Not all stations have access to machines in all formats. You may think sending a Beta tape may help you look more professional, but if the station doesn't have a Beta machine to watch it in, you've probably eliminated yourself from the running."

If someone were applying for a position strictly using VHS to the stations represented in this survey, he or she would cut him or herself out of the running at three television news stations. Two News Directors look at resume tapes on DVCPRO and one

says he prefers BETA. Bruce Barkley the News Director at WAPT-TV says he prefers "DVCPRO, because it is digital, great quality, cost effective, and tapes cassettes are a great size." News Director of WMUR-TV Jennifer Crompton agrees, "We currently use both Beta and DVC... My preference is DVC for quality and storage ability reasons (takes up less room!)"

One of the reasons that tape format is such a concern is that the format of the tape effects video quality. VHS is a lower quality tape format than DVCPRO or BETA. Fortunately, many News Directors take into account the lower quality of VHS. However, they say just because video quality is a lower factor does not mean that it plays a small role in decision-making. In fact it can mean the difference between getting a job and not.

Phil Hendrix, the Assistant News Director at WJRT-TV in Flint, MI says News Directors know the differences in video format. "I think News Directors are smart enough to look past poor video quality if a story is good. Now, there is a limit. If the quality is too bad, video drop out, no tracking, or inaudible sound, then your tape will be thrown out pretty fast. The News Director doesn't want to have to work to look at your tape; he's got plenty of other tapes stacked up on his desk." Eric Huseby agrees video quality is "much more of a factor if we're talking about a photography or editing position. Bad video is not necessarily a fatal flaw for a reporter or producer, but it's pretty much a big red flag that tells me you aren't used to working in a thoroughly professional environment. On the other hand, exceptional video quality can't hurt, even if you didn't shoot it. It can really help if you show that you're expert at writing to strong video."

Doug Crary of KPTM-TV in Omaha, NE gets into more detail about how News Directors view resume tapes on VHS. He says a News Director will know that "if it's

VHS, there's an expectation that the quality won't be as good as BETA or DVCPRO. But you can also tell if it's a VHS dub from another VHS. That gives the appearance of mass production, and raises issues about the candidate."

Kevin Brennan the News Director at WSAV-TV in Savannah, GA agrees with Crary that "VHS will not be "great" quality video. We all know that. What comes into play is poor video within the control of the applicant. If the applicant doesn't care enough, or [if he or she] isn't detail oriented enough to worry about what he/she can control, it will be viewed negatively."

Laura Clark of KSHB-TV at Kansas City, MO knows what applicants must do in order to partially control their tapes are viewed. "The key is checking the tape. It must be clear and have good audio. I get tapes where they didn't even record but the person didn't bother to go back and check it."

What News Directors admit in the survey is that video quality is not necessarily going to make of break an applicant's chances of getting a job. Mona Alexander the News Director at WFMJ-TV in Youngstown, OH admits, "Everyone wants high quality video, but I know you would [have good quality video] if you were to come here to work, so it's not a HUGE deal if you don't on your tape. Translation: if it's crummy on your tape I am not necessarily going to blame you. I may assume your equipment or your tapes are crummy, either way I don't want to trade up to BETA just to get better quality video because I can't always tie up an edit station when I want to look at tapes and I don't have one in my office."

Lynn Heider of WEWS-TV in Cleveland, OH says what she looks for is beyond the video, "I expect on-air talent to know how to write to compelling video, how to select

compelling sound and when to stop talking and let the sound tell the story." Many other News Directors agree that the person on the tape and how he or she presents him or herself is more important than the video itself.

There are specific things that News Directors want in on-air talent. The list of these qualities is long. Phil Hendrix wants "someone who is comfortable in front of the camera, live and on tape. I want someone who understands how to tell a story, someone who is able to enterprise stories and doesn't wait for the assignment desk to hand it to them." Lisa Contreras of KVOA-TV in Tucson, AZ wants a "strong live presence, easy to follow stories, [personalized] news with real people, varied experience on the assignment desk or as a producer, interest or past experience in this DMA." James DePury of WPMT-TV in York, PA wants to know "can the person write without using a bag of clichés." WLTX-TV News Director Larry Audas looks for an applicant "that appears to connect with viewers, understands how to deliver information, and does so in a presentable manner." News Director of the Nebraska Television Network Mark Baumert says "beyond that I need character, intelligence and problem solving ability."

Assistant News Director of WNYT-TV in Albany New York Chris Brunner goes into a little more detail. "The candidate should have a clear and confident command of the material, and a nice natural delivery. He or she should be professionally groomed and appropriately dressed, but you don't need to be Brad Pitt or Miss America. The writing should be straight forward, grammatically correct, interesting and intelligent. Too many clichés and mashed metaphors will get you deep-sixed quickly. The writing should have internal logic. I also look for the writer bringing a certain worldliness to the subject, and not spewing back regurgitated wisdom or P.C. agendas."

Mona Alexander says she is "attracted to candidates who demonstrate that in addition to having good skills will make a good employee. I could write my own paper on how important this is and how students completely overlook it. You think of me as a news director and someone who potentially can give you a job. But we are more than that. We are people who (arguably) run the largest department in big companies. We need people who share our goals, who care about the welfare of the entire product(s) and the success of the company. More than anything, I want people who really want to be journalists and not just on television. Those are the two biggest shortcomings I see when I talk with students. They try to impress me with what they've learned and bring me into their world. I need you to come into mine."

Some News Directors in smaller markets are willing to work with novice talent. Shawn Harkness is one of those News Directors. She says "the biggest challenge of hiring someone for their first job is trying to judge their potential to develop. I was always looking for someone with good writing skills, the knowledge of how to find and develop stories, and a good on-camera presence. Clothes/hair/makeup are all factors we will probably have to work on once an entry level employee starts, so they aren't as crucial factors from the very beginning. But it is very important to have a positive attitude and ambition."

Other News Directors like Lynn Heider value only experience. She wants "the person who has distinguished himself in another market. For example, in the past year, [she] hired: a national award winning reporter who is on the board of IRE (His stories have changed laws.); a woman who has baby safety laws named after her in 34 states; and a young woman who was also being courted by Philadelphia. If you changed laws, sent

people to jail, gotten justice for someone or just plain did work that has a lot of markets after you, [she is] also interested."

The list of things to exclude from a resume tape is extensive and varied. One of the most important aspects is not to include anything but the best work. Eric Huseby explains that an applicant should not include "anything that's not a strong example of [his or her] very best work. I view a tape as the best five to seven minutes of an applicant's career. Everything should reinforce that thought. Some rookies will include the only example they have of a live shot, or an anchor gig, just to show they can do it. DON'T! If you're not up to speed in one category or another, don't put it on tape. You'll stand a better chance of convincing me in an interview that you'll be able to learn and grow in a weak area if you don't prejudice me by showing a bad example."

Shawn Harkness says to "avoid re-tracking someone else's package. Even if you completely rewrite the script, it is difficult to impossible for someone watching a tape to know what you did, and what someone else did.. I would rather see a college story where I can easily tell what you contributed than a glossy piece I have to try and figure out."

Mark Baumert agrees. "I would rather see a piece of your own work, even if it's not as polished as you would like. As long as I can tell that you did your own work, that you have a fundamental grasp of shooting, writing to video, and editing."

Juan Garcia of KXLN-TV in Houston, TX says applicants should omit "long programs that feature a lot of talking heads... long interviews, for example, they don't highlight what is important to TV News Directors."

The News Director of KMPH-TV in Fresno, CA Roger Gadley says to leave out "bars, opens, or anything extraneous. I don't want to waste my time wading through stuff

that I don't need. I want to see the face, see whether the candidate is graceful and is a good writer and I want to hear her or his voice."

Janice Gin the Assistant News Director at KTVU-TV in Oakland, CA says to avoid "clips that don't make sense... remember I would be looking at your tape cold. So I don't have context or background. Don't put stuff on the tape that would cause me to react with ... huh?"

A job applicant should not confuse or annoy the News Director from who he or she is asking for employment. Most News Directors do not fall for gimmicks. Mark Ginther the Assistant News Director of KSTP-TV in St. Paul, MN says, "Don't put anything dumb or overly cute [on a resume tape]. You never know who is going to see the tape, so aim for your best stuff. Be able to explain it. Was it good enterprise, was it great storytelling?"

Lisa Contreras does not "like students who send 8X10 photos along with their resumes. I think it says too much about how interested they think I should be in their looks." While most News Directors agree looks play a role in the hiring decision, most news directors will not put it first. Paul Conti News Director of WNYT-TV in Albany, NY says he has even gotten resume tapes with beauty shots on them; "Don't laugh. I've received resume tapes with cheesecake shots that have nothing whatsoever to do with an individual's talent (or lack thereof). Certainly these people were attractive physically, but you can see that without the cheesecake. I throw them away." News Directors do not want on-air personalities who think their looks are everything.

A job applicant must be aware that what he or she thinks is best might not be. An applicant might think one story is his or her best when a News Director might disagree.

Mona Alexander explains why applicants should not "put famous people on your tape to try to impress me. Don't put huge/national stories on it to try to impress me. I am not impressed by that. I am impressed by you doing a great job on routine stories. Anyone can go out and cover a presidential candidate, a huge spot news story. Not anyone can take a routine story and make it relevant to viewers. Also, don't try to impress me with your great production skills, I will know that you may have had weeks to work on the story, when for my reporters, you get a day. I want to know how you cover general assignment news; I don't need to see music videos. Also, things students may think are cool, like drug raids and riding around with the cops, are overdone in markets and old news. Take a simple, everyday story and make that good. Hint: Put those thoughts in your cover letter."

Once an apllicant understands what News Directors look for in talent it becomes necessary to understand how to capture and demonstrate on tape the desired qualities. How an applicant should structure his or her resume tape depends greatly on the News Directors tastes. Phil Hendrix explains, "There is no one way to put a tape together. Typically reporters will put a montage of stand-ups at the front of the tape. This gives the News Director an idea of what you look like and sound like. Then you can add four or five of your best stories. Now, keep in mind, the person looking at your tape may watch anywhere from 30 seconds to all five stories. Again, you need to put the best stories first. You will want to tailor your tape to fit the job you are trying to get."

Phil Hendrix gives some general elements that can be included, but not every news director agrees that even these are necessary. Shawn Harkness says some things are optional; "a montage off the top is nice, but I won't be offended if there is not one there."

While packages are generally necessary other things are not, "for an entry-level tape, any anchoring is optional, but should be at the end of the tape. I don't think there are any News Directors who will hire someone as an anchor for their very first job. Anchoring is like the frosted flower on the cake- nice to see and no one will complain if it's there, but not necessary."

Eric Huseby takes a stronger stance on anchoring on a resume tape; he says, "Leave the anchoring to the montage if it's a straight reporting job. The more important the anchoring is to the job, the more prominent it should be on the tape."

The bottom line as far as tape structure is concerned is that News Directors know what they want to see. It is the applicant's job to find out. Rick Howard of KOIN-TV at Portland, OR wants the best any applicant has to offer off the top; "If live is your strength start with that... if writing is your strength start with a variety of good SOT."

Bruce Barkley wants applicants who "start with the package [his] newsroom would lead a newscast with? If not, [he asks himself] would [the applicants] be able to bring back [lead stories]?"

Jim Garrott of WEEK-TV of East Peoria, IL wants resume tapes that begin with a "quick montage and then get to the best written story no matter if it is a feature or a hard news story."

Dave Busiek of KCCI-TV at Des Moines, IA and president of RTNDA wants a "brief slate (some run on too long), [a] montage of from 3 to 8, stand-ups that show movement, creativity… and then visual packages that hook [him] in some way. [He wants] to see some personality, writing, and reporter involvement in the story. Don't necessarily lead with the hardest story. A murder trial showing a [perpetrator] in an

orange jumpsuit looks the same all over. [He wants] to see something unusual, something different that stands out."

Mona Alexander likes "the montages on a tape first. It gives [her] a quick look at what [an applicant looks] like, how [he or she sounds] and what [his or her] performance skills are. Next? If [the person is] applying for an anchor job, put anchoring on next. If [the applicant is]applying for a reporter's job, put that after the montage. [She does not want to] sit through 3 packages if [she is] looking for an anchor, and vice versa... If it is a general assignment reporter [position], put a hard news story, spot news and feature on it. No more than three. [She] will ask for another tape if I want to see more."

Because News Directors often know what they want before beginning a search, the amount of time used to view tapes can be very short. However, if an applicant has a good resume tape it might be seen though to its end. News Directors say there is a wide range of time that they may view a resume tape. "You better make a good first impression. If your best work isn't at the beginning of the resume tape, you'll get ejected very, very quickly," says Mike Cutler of WTVF-TV in Nashville, TN.

Eric Huseby has "ejected tapes upon seeing the first frame of video. I have watched a thirty minute tape straight through. And everything in between. I bail out as soon as I know you're not right for the job."

Lynn Heider of WEWS in Cleveland, OH watches tapes anywhere from ":30 to ten minutes. Sometimes if I eject, it has nothing to do with the ability of the person but more to do with the fact that he/she does not fit the opening. That's another argument for leading the tape with anchoring when I might be looking for someone who is a good digger or a strong feature reporter."

Bruce Barkley looks at "the entire tape unless [it shows] poor presentation skills, [the applicant makes] a grammatical or pronunciation [mistake], or the copy is written extremely poorly."

Brian Grenrood of WJCL/WTGS-TV in Savannah, GA says an applicant will "only get about 10 seconds to make a first impression."

Dave Busiek gives a shorter estimate of time; with him "some [tapes] get ejected after 3 seconds because it's obvious [applicants are] inexperienced or have no on-camera skills."

Roger Gadley confirms that while sometimes it may be difficult to get a News Director to watch a resume tape, once an impression has been made, the chances are higher of the whole tape being seen. "The rumors are true. Sometimes I've made a decision within 10 seconds of popping the tape in. I get 100 to 200 tapes for each opening. I don't have time to look at more than the first 30 seconds of tapes on the first go around (the second go around I look at only 20 or 30 of the tapes, and I take more time). If it's clear to me that someone is wasting my time, I pop the tape out. I don't want to fool with someone who is trying to con me."

In order to avoid annoying News Directors an applicant must avoid making some common mistakes. The News Directors in this survey give some pointers on what some of those mistakes are. Phil Hendrix explains, "Bad tapes don't last long. VHS is pretty sensitive and doesn't hold up to multiple dubs. So, be sure to use a good master (beta, super VHS, or whatever professional quality tape you station
uses). Before you ever send a tape, pop it in your own VCR to be sure the tape is good. Also, especially if you are sending tapes to several different News Directors at the same

time, be sure to check and double check everything you do. Check spelling, labels and DO NOT GET THE NEWS DIRECTOR'S NAME WRONG!"

Eric Huseby says, "The vast majority of reporter applicants do not include stories [they enterprise] from the ground up… [They include] nothing to show they understand that story development is one of the most important parts of the job. If you include a genuine investigation on your tape, you go to the front of the line, but virtually no one does. Most tapes are filled with stories that could have appeared in almost any market around the country. Show me something unique that got on the air solely because you put some thought into it."

Also, an inexperienced applicant can avoid misunderstandings by not overproducing a resume tape or having it produced. News directors want to see an applicant's work not the work of a production house. Doug Crary says that "overproduced slates with music and flying graphics [are] a waste of [his] time. [He] also see tapes that have little thought put into them...like leading with hard news and ending in softer news. [He's] seen more fires, floods, shootings/murders, and tornadoes than [he's cared] to, what [he] really [likes are] enterprise stories. People need to show me what they can do on an average day. Everyone does a fairly good job with spot news. I want to see their daily work."

Shawn Harkness explains what happens when there is doubt about an applicant's knowledge because of overproduction; "This makes it very difficult for [me] or any other news director to know what skills this person has, and we may not consider an excellent candidate who really did write and produce a news block and package."

There are more errors applicants can make. Steve Farber of CLTV News in Oak Brook, IL gives some other examples of common mistakes: "No label on the tape... Not cued up to the beginning… Poor story selection... Many times in smaller markets, the [drunken driver] crash or bank robbery is big news but these stories seem inflated on tapes. Worry less about the big story and worry more about the memorable story (even if it was not the lead)."

Janice Gin says that another common problem is when "stories [are] presented all the same. Show variety of your work. In acting, they'd say show your depth."

Mark Baumert says voicing someone else's work among other things is a common problem; "The above mentioned fake track is a common [problem]. I also get some tapes with poor audio or no audio (if you don't care enough to check your tape before you send it out, I don't want you on my staff.) the other problem is when I send out a job posting that clearly states I want a reporter who also does shooting, all I will get is anchoring. So pay attention to the want-ad and make sure your tape shows me what I want."

Kevin Brennan of KSAV-TV in Savannah, GA says another common problem is "a stand up montage that could have been done all at one time in front of a chromo key board. On-camera opportunities have to help move the story along...help show, explain, describe something better."

That is a problem that can come with inexperience and Mona Alexander says that graduates fresh from college often produce tapes that feature "boring and long stories and poor communication skills. Most students look like unfinished products. Still have the college look. Invest in decent clothes for your tape."

Debbie Bush of WRTV-TV in Indianapolis, IN says, "People send tapes to higher markets than they should--beginners send a tape to the 25th market. Most news directors remember faces and names, and sending tapes with stories they think are big--President coming to Toledo...etc. Big deal! Give me stories that mean something. I'm looking for excellent storytelling."

Finally, many of the News Directors offer encouragement and some words of wisdom for anyone trying to put together a resume tape. They also offer some individual insights on resume tapes. Michelle Butt of WXII-TV in Winston-Salem, NC sums it up saying, "Job applicants should never have just one resume tape. The tape you send out should be reflective of the job you are applying for. Use your reporter skills to find out what the ND or job requires, then build a tape to reflect those needs."

Phil Hendrix says, "Remember, you are not going to get rich in this business, at least not for the first few years. There will be plenty of years working in small markets making next to nothing. So you've got to love it. Good luck!"

Gary Darnell of KPOM/ KFAA-TV in Fayetteville, AR says, "Keep it short, but make it interesting to me to watch."

Dan Acklen of KPDX-TV in Beaverton, OR says, "Keep it simple."

Roger Garner's advice is "Work hard, do good work and maintain the highest work ethic and team work standards. You can go far. Without those, you'll be frustrated at some point."

Shawn Harkness offers more; "While the temptation is there to do something outrageous to stand out from the crowd, BE CAREFUL! You will stand out by doing a great job on your tape. You do not need to include a show to 'get your foot in the door',

have your mom write me a note about how wonderful you are, or include a standup comedy routine at the beginning of your tape, complete with a dubbed in laugh track. I've seen all of these, but none of them has ever helped a candidate get a job. Good reporting has helped. A good attitude has helped. Good writing has helped."

Conclusion:

In conclusion, while the hypothesis is correct for many of the News Directors surveyed, there is a greater emphasis on tailoring the resume tape than expected. The mass-produced tape, while less expensive, could greatly reduce the amount of time a tape is in the machine. Applicants might find a greater number of employment opportunities if they are willing to do a little bit of research and make the effort to produce a resume tape for a specific position. The reward could be a far more fulfilling position.

Checklist:

This is a list of questions an applicant should ask him or herself before even beginning a resume tape for potential employer.

- ☐ What position am I applying for?
- ☐ What tape format does the employer want?
- ☐ How long do I have to prepare a tape?
- ☐ Do I know all of the station information,
  and to whom to address my resume tape?
- ☐ What stories would stand out in the market I want to get into?

Once an applicant is certain about the answers to the questions above there are things to consider in developing a resume tape.

- ☐ What are my best stand-ups?
- ☐ What makes me stand out?
- ☐ What are my strengths?
- ☐ What packages do I have that best show my strengths?
- ☐ Does my tape show my ability to cover stories from different angles?
- ☐ Does my tape flow?
- ☐ Are the stories easy to follow?
- ☐ Have I written copy to match the video?
- ☐ What shots might need to be edited out or changed?
- ☐ What additional elements might I need to make my tape better?
- ☐ Does the tape I am putting together match the requirements of the News Director?

Finally, as an applicant prepares to send his or her tape off, there are other things to check.

- ☐ Is there video?
- ☐ Is there sound?
- ☐ Is the tape cued to the beginning?
- ☐ Does my tape have a slate with my current address, phone number, e-mail, etc.?
- ☐ Is my tape labeled?
- ☐ Is the tape addressed to the correct station and news director?
- ☐ Are names and titles spelled correctly?
- ☐ Should I send a cover letter with the tape?
- ☐ Am I prepared to send additional material if it is requested of me?

APPENDIX

Completed Surveys

WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 14, 2002 10:23 AM

From: Sandy Boonstra <sboonstra@newschannel5.com>

Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Jonathan,
Here are my responses.
Sincerely,

Sandy Boonstra
Assistant News Director
News Channel 5 Network - WTVF
474 James Robertson Pkwy.
Nashville, TN 37219
P: (615) 248-5277
F: (615) 244-9883
http://www.newschannel5.com

----- Original Message -----
From: "jlloyd3" <jlloyd3@utk.edu>
To: "Sandy Boonstra" <sboonstra@newschannel5.com>
Sent: Thursday, March 14, 2002 2:41 PM
Subject: RTNDA Student Request

> Dear Ms. Boonstra,
>
> My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the
> University of Tennessee, Knoxville. I am conducting a survey of television
> station news directors/ those in positions to hire on-air talent.
>
> This survey is part of a Senior Honors Project aimed at researching how to
put
> together a successful resume tape. It would be extremely helpful to me if
you
> could take 5-10 minutes to complete this survey and return it as a reply
to
> this e-mail.
>

> 1. What tape format do you prefer (VHS, BETA, etc.)? Why?
VHS - so you can look at the tapes at home.

2. What role does video quality play in your decision?
Not that much as long as it is not distracting.

3. What should NOT be on a resume tape?
Things not relevant to the position... ie., non-professional video, personal information not relevant to the job.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
Short montage, very best package showcasing creativity, two additional packages, anchoring if there is any, slate

5. How long do you usually view a resume tape?
4 minutes

6. What qualities tend to attract you to an applicant?
Someone who looks good on-air, is a good and creative storyteller, someone who has energy.

7. What is one (or two) of the most common resume tape problems you see?
Putting a lot of anchoring on the tape when the position is for a reporter.
Getting too creative with the resume tape, montage put to music, etc.
> 8. Comments?
>
> Depending on the number and quality of the responses to this e-mail, my
> research may be published. If you know of any additional sources related
to
> this topic, please include them in your reply! Thank you for you time and
> cooperation!
>
>
> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville
>

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WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 14, 2002 3:04 PM

From: Dan Acklen <dan.acklen@mdp.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

>>> jlloyd3 <jlloyd3@utk.edu> 03/14/02 11:53AM >>>
Dear Mr. Acklen,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
VHS It's convenient.

2. What role does video quality play in your decision?
Not much, unless it's really awful.

3. What should NOT be on a resume tape?
The story you did the day the president came to town.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
:30 montage, 3 or 4 of your best stories, 5 minutes of anchoring.

5. How long do you usually view a resume tape?
In my office.

6. What qualities tend to attract you to an applicant?
Presense, delivery, writing skills.

7. What is one (or two) of the most common resume tape problems you see?

Putting the story about the president's visit on the tape.
8. Comments?
Keep it simple.

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 14, 2002 3:48 PM

From: Phil Alvidrez <phil_alvidrez@azfamily.com>

Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Hello, Jonathan. Here's your survey. Hope it helps. The best thing I've seen written on resume tapes was compiled by Don Fitzpatrick (tvspy.com). You may want to look at his publication and/or give Don a call.
Good luck,
Phil Alvidrez
Executive News Director
KTVK 3TV, Phoenix

>>> jlloyd3 <jlloyd3@utk.edu> - 3/14/02 1:03 PM >>>
Dear Mr. Alvidrez,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why? VHS. No news director that I know actually has a Beta machine in his office (they were too expensive). Everybody has VHS and it is cheaper for you.

2. What role does video quality play in your decision? A lot if I'm hiring a photographer. For everyone else, it is not a big deal, especially when we know we are viewing a student tape or a very small market tape.

3. What should NOT be on a resume tape? Anything you don't want me to see or judge.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate) You should put what you want to be judged on the most at the very top (see next question). Whether your tape gets viewed five

minutes or 30 seconds . . . you want to make sure that what is seen is what you want seen. A typical tape will have a slate (name, phone, e-mail), a montage, two or three stories (including a live shot) and maybe something at the anchor desk. But what is typical may or may not be what's right for you.

5. How long do you usually view a resume tape? Until I am no longer interested.

6. What qualities tend to attract you to an applicant? Communications skills on camera. That can involve looks, presentation, a sense of talking directly to me.
And story-telling ability.

7. What is one (or two) of the most common resume tape problems you see? Anchoring at the top of a tape submitted for a reporting position (are you more interested in anchoring than reporting???) Montages that show very similar stand-ups back to back (don't just stand there holding your mic). Radical changes in appearance (which hairstyle is really you? Should I pick?)

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville


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WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 14, 2002 3:48 PM

From: Mona Alexander <mona@wfmj.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Hi Jonathan,

You caught me on a good day, here are my answers.

1. VHS - Because I don't have a beta player in my office. 2. Everyone wants high quality video, but I know you would if you were to come here to work so it's not a HUGE deal if you don't on your tape. Translation: if it's crummy on your tape I am not necessarily going to blame you. I may assume your equipment or your tapes are crummy, either way I don't want to trade up to BETA just to get better quality video because I can't always tie up an edit station when I want to look at tapes and I don't have one in my office. 3. Don't put famous people on your tape to try to impress me. Don't put huge/national stories on it to try to impress me. I am not impressed by that. I am impressed by you doing a great job on routine stories. Anyone can go out and cover a presidential candidate, a huge spot news story. Not anyone can take a routine story and make it relevant to viewers. Also, don't try to impress me with your great production skills, I will know that you may have had weeks to work on the story, when for my reporters, you get a day. I want to know how you cover general assignment news, I don't need to see music videos. Also, things students may think are cool, like drug raids and riding around with the cops, are overdone in markets and old news. Take a simple, everyday story and make that good. Hint: Put those thoughts in your cover letter.
4. I like the montages on a tape first. I gives me a quick look at what you look like, how you sound and what your performance skills are. Next? If you are applying for an anchor job, put anchoring on next. If you are applying for a reporter's job, put that after the montage. Don't make me sit through 3 packages if I am looking for an anchor..and vice versa if I am looking for a reporter. If it is a general assigment reporter, put a hard news story, spot news and feature on it. No more than three. I will ask for another tape if I want to see more. 5. I view a tape long enough to eliminate the candidate. That could be

anywhere from right after the montage to the first package or anchor segment. By then I know which pile to put the tape in. Depends on what I see. 6. Increasingly, I am attracted to candidates who demonstrate that in addition to having good skills will make a good employee. I could write my own paper on how important this is and how students completely overlook it. You think of me as a news director and someone who potentially can give you a job. But we are more than that. We are people who (arguably) run the largest department in big companies. We need people who share our goals, who care about the welfare of the entire product(s) and the success of the company. More than anything, I want people who really want to be journalists and not just on television. Those are the two biggest shortcomings I see when I talk with students. They try to impress me with what they've learned and bring me into their world. I need you to come into mine. 7. Boring and long stories and poor communication skills. Most students look like unfinished products. Still have the college look. Invest in decent clothes for your tape. 8 Stream of consciousness -- Know how write, how to tell a story, how to
put video to words, tell me you care about journalism, think about ethical issues, want to learn more, who impresses you, what you think about events around the world. Let me know you have an understanding of how the business side of tv news works, and that you appreciate marketing and branding, but most of all you love telling stories, beating the competititon and didn't get into this because it was either news or a career as a tv spokesperson.

Regards and Good Luck,

Mona Alexander

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WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 14, 2002 4:04 PM

From: "Brown, Peter R" <pbrown@boston.cbs.com>

Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

1. What tape format do you prefer (VHS, BETA, etc.)? Why? VHS

2. What role does video quality play in your decision? In this market, we look for those who have 3-5 years of experience in a major market so the resume tape should be a polished one.

4. How should a resume tape be organized? I want a montage off the top.
I want reporting - short and long form with live presence, anchoring.
(ex. montage, 3 packages, anchor, slate)

5. How long do you usually view a resume tape? 10 minutes

6. What qualities tend to attract you to an applicant? story telling ability

7. What is one (or two) of the most common resume tape problems you see?
too long of a montage... not enough reporting.

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>

WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 14, 2002 4:19 PM

From: Michelle B Butt <mbutt@hearst.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

here you go.

Good luck,

Michelle Butt
News Director

jlloyd3 <jlloyd3@utk.edu> on 03/14/2002 04:10:20 PM

To: Michelle B Butt/WXII-TV/Broadcasting/Hearst@Hearst
cc:

Subject: RTNDA Student Request

Dear Ms. Butt,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?

VHS
2. What role does video quality play in your decision?
It does not make a difference to the talents of an applicant, however, a bad tape will cause me to shorten my review time.. ie.. give the talent a slimmer chance of getting a good tape looked at.
3. What should NOT be on a resume tape?
Live interviews (unless you are applying for a talk-show format),montages that are more than 45 seconds.
4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
It depends on the position you are applying for. If you are sending in a tape for a reporter/anchor position (ie.. the reporting appears to be the priority) send me a tape with enterprising stories before the anchor composite. If you are applying for an anchor position, start with the anchoring then slamp enterprise on the end so I know you are not one-dimensional. The reporter or anchor montage is fine to start with , as long as it is short. Do not spend too much time getting to the meat of the tape.
5. How long do you usually view a resume tape?
If the talent is good; 5 minutes. You can tell though inside of a minute if the candidate has what you are looking for. THat's why you don't waste too much time on a a montage.
6. What qualities tend to attract you to an applicant?
1. Good story-teller. 2. His/Her camera appeal. 3. Smile and voice (honestly.. can the viewer say this is someone I can like and listen too)
7. What is one (or two) of the most common resume tape problems you see?
1. Way too much time on a montage. 2. People putting anchor work on a tape when all I"m looking for is a good reporter.
8. Comments?
Job applicants should never have just one resume tape. The tape you send out should be reflective of the job you are applying for. Use your reporter skills to find out what the ND or job requires, then build a tape to reflect those needs.

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 14, 2002 4:22 PM

From: Ricardo Alvarez <RALVAREZ@Telemundo.com>

Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Johnathan, the answers are bellow in CAPS..

>>> jlloyd3 03/14 4:12 PM >>>
Dear Mr. Alvarez,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?

BETA SX

2. What role does video quality play in your decision?
HIGH

3. What should NOT be on a resume tape?
ANYTHING SHOT ON VHS OR SIMILAR FORMAT

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
MONTAGE

5. How long do you usually view a resume tape?
5 MINUTES TOPS

6. What qualities tend to attract you to an applicant?

STRONG DELIVERY, GOOD WRITING, PERSONALITY

7. What is one (or two) of the most common resume tape problems you see?
LOW QUALITY, TOO SELF-ABSORVED STAND UPS, TOO MANY SPECIAL EFFECTS & MUSIC>

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 14, 2002 4:30 PM

From: Debbie Bush <debbie_bush@6news.com>

Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Thursday, March 14, 2002 4:04 PM
To: Debbie Bush
Subject: RTNDA Student Request

Dear Ms. Bush,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
**VHS, because you can take tapes home. Beta machines are extremely hard to come by. I won't watch 3/4.

2. What role does video quality play in your decision?
**It needs to be watchable, and shouldn't be distracting.

3. What should NOT be on a resume tape?
**The candidate shouldn't cut a standup to talk directly to the News Director. Just use stories. Don't use music on the introduction...or over pictures of the candidate/montage.

4. How should a resume tape be organized?

(ex. montage, 3 packages, anchor, slate)
**Reporter candidate: slate with address & phone number, montage (with clips of liveshots if you have them), two hard stories, one investigative or excellent feature, anchoring if you have it (five minutes), slate with address & phone number. **Anchor candidate: slate with address & phone number, montage (with
anchoring & reporting), several examples of anchoring -- with crosstalk with sports/weather, several examples of reporting and slate.

5. How long do you usually view a resume tape?
**Depends on the tape. Each tape is lucky to get 30 seconds to a minute.

6. What qualities tend to attract you to an applicant?
**Raw talent...a spark of enthusiasm...love of the job...attractive...smart...

7. What is one (or two) of the most common resume tape problems you see?
**People send tapes to higher markets than they should--beginners send a tape to the 25th market. Most news directors remember faces and names. And, sending tapes with stories they think are big--President coming to Toledo...etc. Big deal. Give me stories that mean something. I'm looking for excellent storytelling.

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 14, 2002 5:08 PM

From: WBrennan@wsav.com Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Replies are next to each question.

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Thursday, March 14, 2002 3:50 PM
To: Brennan, William K.
Subject: RTNDA Student Request

Dear Mr. Brennan,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
VHS--Usually cheaper for the applicant and easier and more economical for me.

2. What role does video quality play in your decision?
VHS will not be "great" quality video. We all know that. What comes into play is poor
video within the control of the applicant. If the applicant doesn't care enough or isn't
detail oriented enough to worry about what he/she can control, it will be viewed

negatively.

3. What should NOT be on a resume tape?
Gimmicks! If the work is high quality, it will speak for itself.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
Depends on the job for which you're applying. If it's a reporter job, put the reporting
first immediately after the montage. If it's an anchor job, put the anchor job after the
montage followed by reporting.
5. How long do you usually view a resume tape?
Honestly, it does vary. For an on-air position, if the person's voice is bad, I'll keep
the tape in only long enough to make sure the vocal presentation is consistently poor.
Then it's gone. I've been known to knock a tape out in ten seconds based on voice. I may
view the tape later if I'm also looking for someone to produce stories or write, etc. But
an on-air reporter/anchor cannot have a poor voice.
Conversely, I've viewed tapes all the way through. Someone with the combination of good
voice, tight, yet, creative writing, good interviewing skills, pleasant appearance, etc.
will hold my interest. That becomes very critical if I have more than one very good
candidate.
6. What qualities tend to attract you to an applicant?
First thing I look for is someone who seems interested in what they're reporting. Next is
writing.....is it institutional and clinical or does it have life...is the writing
descriptive? Stories that I can relate to as a person.....not as a journalist. In other
words, is the reporter letting me get to know the people involved in a way to which I can
relate. And, obviously, is the applicant relaxed, conversational and polished in front of
the camera. A stiff, rehearsed presentation won't sell the viewer so it won't sell me.
7. What is one (or two) of the most common resume tape problems you see?
1. A stand up montage that could have been done all at one time in front of a chroma key
board. On camera opportunities have to help move the story along...help show, explain,
describe something better.

2. Tapes that are mislabeled, not cued, etc. Again, details. And when you have dozens of
tapes to go through, you don't want hassles because someone wasn't careful.
8. Comments?

Good luck with your research.

Kevin Brennan
WSAV Savannah

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 14, 2002 5:33 PM

From: Chris Brunner <cbrunner@WNYT.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Hi Jonathan....

1. VHS...because everyone has a VHS machine, but not everyone has Beta SP, or DVCPro, or Sony DVCam, or S-VHS, or Beta SX etc.

2. A decent quality VHS tape, made from a broadcast quality original is adequate.

3. Home movies, other people's work, porn.

4. Depends on the job you're applying for. Obviously on air jobs are the usual, but sometimes photogs send tapes. In the case of on air jobs, a montage is fine, followed by packages, or segments. slate is good. If it's a reporting job, I do like to see on set stuff. A non-interrupted segment of live reporting in addition to full packages.

5. 30 seconds to 10 minutes.

6. This is the hard one. Here are important qualities, not necessarily in this order. Candidates usually should be able to speak clearly and distinctly, should have good diction and grammar. Great pipes are wonderful but a clear voice without speech impediments and unregionalized accents are nice. The candidate should have a clear and confident command of the material, and a nice natural delivery. He or she should be professionally groomed and appropriately dressed, but you don't need to be Brad Pitt or Miss America. The writing should be straight forward, grammatically correct, interesting and intelligent. Too many clichs and mashed metaphors will get you deep sixed quickly. The writing should have internal logic. I also look for the writer bringing a certain worldliness to the subject, and not spewing back regurgitated wisdom or pc agendas.

7. Bad sound. Odd editing of the montage.

Chris Brunner
Assistant News Director
WNYT-TV NewsChannel 13
518-207-4843 (direct)
or 518-436-8477 x 4843
cbrunner@wnyt.com

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Thursday, March 14, 2002 4:02 PM
To: Christopher Brunner
Subject: RTNDA Student Request

Dear Mr. Brunner,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?

2. What role does video quality play in your decision?

3. What should NOT be on a resume tape?

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)

5. How long do you usually view a resume tape?

6. What qualities tend to attract you to an applicant?

7. What is one (or two) of the most common resume tape problems you see?

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 14, 2002 5:55 PM

From: "Baumert, Mark" <mbaumert@ntv.kearney.net>

Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Jonathon, I typed some responses after each question. Good luck
Mark Baumert
News Director
NTV Network
P.O. Box 220
Kearney, NE 68848
308-743-2494
mbaumert@ntv.kearney.net

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Thursday, March 14, 2002 2:21 PM
To: Mark Baumert
Subject: RTNDA Student Request

Dear Mr. Baumert,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
Vhs, because that's the playback machine I have in my office.
2. What role does video quality play in your decision?
It's not number one, but it has to be decent enough for me to be able to tell that a candidate cares about quality standards. The video should not be grainy, the audio should be clear.
3. What should NOT be on a resume tape?
If, at an intership, you tracked a story that another reporter and/or photographer shot and edited and then try to pass that off as your own work

photographer shot and edited and then try to pass that off as your own work, don't bother. We can always tell. I would rather see a piece of your own work, even if it's notas polished as you would like. As long as I can tell that you did your own work, that you have a fundamental grasp of shooting, writing to video and editing, that's fine.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
Montage, 2 packages, 2 minutes of anchoring, a live shot, slates at both beginning and end.
5. How long do you usually view a resume tape?
Depends on how good it is. A good one, i'll watch all the way through. A poor one, about 10 seconds.
6. What qualities tend to attract you to an applicant?
This is TV, so for an on-air position, the look is important. Don't look like a geek. Beyond that I need character, intelligence and problem solving ability.
7. What is one (or two) of the most common resume tape problems you see?
The above mentioned fake track is a common one. I also get some tapes with poor audio or no audio (if youdon't care enough to check your tape before you send it out, I don't want you on my staff.) the other problem is when I send out a job posting that clearly states I want a reporter who also does shooting, all I will get is anchoring. So pay attention to the want ad and makes ure your tape shows me what I want.
8. Comments?
I don't mind phone calls, but please don't call during the late afternoon during my heavy news cycle (and don't be put off if I ask you to call back). Also spell my name right.

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 14, 2002 6:44 PM

From: "Audas, Larry" <LAUDAS@WLTX.GANNETT.COM>

Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Thursday, March 14, 2002 3:10 PM
To: Audas, Larry
Subject: RTNDA Student Request

Dear Mr. Audas,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why? VHS. Most convenient.

2. What role does video quality play in your decision? Use of video is important to those producing news content. The quality of video itself varies from market to market.

3. What should NOT be on a resume tape? Any element that indicates the candidate does not understand the basics of journalism, viewer-centered news coverage, or an accurate representation of the candidate and his/her craft.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
Make it two packages.

5. How long do you usually view a resume tape?
Varies.

varies.

6. What qualities tend to attract you to an applicant?
One that appears to connect with viewers, understands how to deliver information, and does so in a presentable manner.
7. What is one (or two) of the most common resume tape problems you see?
Wrapped and taped so well they can't be opened.
Tapes not cued.
8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to
this topic, please include them in your reply! Thank you for you time and
cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville


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WebMail - RE: RTNDA Student Request

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Date Sent: Friday, March 15, 2002 3:11 AM

From: Mike Cutler <mcutler@newschannel5.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

See below

Mike Cutler
News Director
NewsChannel 5 Network
mcutler@newschannel5.com
http://www.newschannel5.com
----- Original Message -----
From: "jlloyd3" <jlloyd3@utk.edu>
To: "Mike Cutler" <mcutler@newschannel5.com>
Sent: Friday, March 15, 2002 1:50 PM
Subject: RTNDA Student Request

> Dear Mr. Cutler,
>
> My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the
> University of Tennessee, Knoxville. I am conducting a survey of television
> station news directors/ those in positions to hire on-air talent.
>
> This survey is part of a Senior Honors Project aimed at researching how to put
> together a successful resume tape. It would be extremely helpful to me if you
> could take 5-10 minutes to complete this survey and return it as a reply to
> this e-mail.
>
> 1. What tape format do you prefer (VHS, BETA, etc.)? Why?
> VHS. I can watch at the office or at home.

> 2. What role does video quality play in your decision?
None

> 3. What should NOT be on a resume tape?
Material not essential to the job you're seeking. Don't send me a tape of you anchoring the college newscast, if I'm looking for a reporter...

> 4. How should a resume tape be organized?
> (ex. montage, 3 packages, anchor, slate)
:05 Slate, montage of 3 (no more than :10), 3 pkgs, anchor

> 5. How long do you usually view a resume tape?
If you're awful, it only takes a few seconds to realize it.
If you're good, I'll keep watching.
My attention span is about 5 minutes (especially when I face
several dozen resume tapes)

> 6. What qualities tend to attract you to an applicant?
The desire to compete, the desire to make a difference in the
world, an inquisitive spirit. Good english and proper grammar. If you
can't type a cover letter, using proper grammer and spelling my name
correctly, don't bother to send the tape/letter.

> 7. What is one (or two) of the most common resume tape problems you see?
Someone obviously unqualified for the job.

> 8. Comments?
You better make a good first impression. If your best work
isn't at the beginning of the resume tape, you'll get ejected very, very
quickly.

> Depending on the number and quality of the responses to this e-mail, my
> research may be published. If you know of any additional sources related
to
> this topic, please include them in your reply! Thank you for you time and
> cooperation!
>
>
> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville
>

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Date Sent: Friday, March 15, 2002 10:20 AM

From: Dave Cupp <dcupp@nbc29.com> Add to Address Book

To: dcupp <dcupp@nbc29.com>

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Mr. Lloyd:

> 1. What tape format do you prefer (VHS, BETA, etc.)? Why?

Send VHS. It is safe. Everybody has it.

> 2. What role does video quality play in your decision?

It adds to, or detracts from, the overall impression the tape makes. Obviously you want the overall impression to be as strong as possible.

> 3. What should NOT be on a resume tape?

Stand-up biographies where applicants lean on a desk and speak to the viewer, asking him/her to hire them.

> 4. How should a resume tape be organized?
> (ex. montage, 3 packages, anchor, slate)

Slate, Montage (if you are good at standups). Your strongest story (must include a standup if you did *not* use a montage. Other stories that showcase variety. Anchoring if you've got it.

> 5. How long do you usually view a resume tape?

No time limit if I am interested. Only a matter of seconds if the applicant is not as good as, or better than, the strongest I've seen so far.

> 6. What qualities tend to attract you to an applicant?
Quiet confidence.

> 7. What is one (or two) of the most common resume tape problems you
> see?
Amateur delivery.

> 8. Comments?
Broadcast journalism programs should offer more training in voice and diction ... or should partner with drama departments who can provide that sort of training for their students. To *not* train students adequately and then send them off to make their livings using their

voices as communication tools is idiotic.

Good luck with your research.

David Cupp
News Director
WVIR-TV

I wish you all the -----Original Message-----
From: jlloyd3 <jlloyd3@utk.edu>
To: David Cupp <dcupp@nbc29.com>
Date: Fri, 15 Mar 2002 08:49:41 -0500
Subject: RTNDA Student Request

> Dear Mr. Cupp,
>
> My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at
> the
> University of Tennessee, Knoxville. I am conducting a survey of
> television
> station news directors/ those in positions to hire on-air talent.
>
> This survey is part of a Senior Honors Project aimed at researching
> how to put
> together a successful resume tape. It would be extremely helpful to
> me if you
> could take 5-10 minutes to complete this survey and return it as a
> reply to
> this e-mail.
>
> 1. What tape format do you prefer (VHS, BETA, etc.)? Why?
>
> 2. What role does video quality play in your decision?
>
> 3. What should NOT be on a resume tape?
>
> 4. How should a resume tape be organized?
> (ex. montage, 3 packages, anchor, slate)
>
> 5. How long do you usually view a resume tape?
>
> 6. What qualities tend to attract you to an applicant?
>
> 7. What is one (or two) of the most common resume tape problems you
> see?
>
> 8. Comments?
>
> Depending on the number and quality of the responses to this e-mail,
> my
> research may be published. If you know of any additional sources
> related to
> this topic, please include them in your reply! Thank you for you time
> and
> cooperation!
>
>

> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville
>
>


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WebMail - RE: RTNDA Student Request

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Date Sent: Friday, March 15, 2002 11:19 AM

From: Paul Conti <PConti@WNYT.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Answers are below.

Paul Conti
News Director, WNYT

-----Original Message-----
From: jlloyd3 [mailto:jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 8:32 AM
To: Paul Conti
Subject: RTNDA Student Request

Dear Mr. Conti,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why? VHS. Because I can look at it anywhere, including home.

2. What role does video quality play in your decision? It should be possible to have reasonable quality. I don't expect broadcast quality, but if the tape has bad edits or bad tracking then it makes it pretty tough to evaluate it fairly.

3. What should NOT be on a resume tape? Beauty shots. Don't laugh. I've received resume tapes with cheesecake shots that have nothing whatsoever to do with an individuals talent (or lack thereof). Certainly these people were attractive physically, but you can see that withou the cheesecake. I throw them away.

4. How should a resume tape be organized? Slate, montage, story examples, anchor work. (ex. montage, 3 packages, anchor, slate)

5. How long do you usually view a resume tape? Depends on whether the person is good or not. Not more than 8 minutes. I can tell in that time

Not more than 5 minutes. I can tell in that time.

6. What qualities tend to attract you to an applicant? Creative approach to story telling and good writing.

7. What is one (or two) of the most common resume tape problems you see? Too many consultant driven sweeps stories included under the mistaken impression that since the station promoted them so heavily they have to be good stories. Usually they are not.

8. Comments? Good luck.

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville


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Date Sent: Friday, March 15, 2002 11:22 AM

From: "DeYoung, Doug" <ddeyoung@tv7-4.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Jonathan here is the information you requested.

-----Original Message-----
From: jlloyd3 [mailto:jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 11:05 AM
To: DeYoung, Doug
Subject: RTNDA Student Request

Dear Mr. DeYoung,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?

VHS it is easier to view at the station at home and also give to the General Manager for review.

2. What role does video quality play in your decision?

It must be at least visable to view and audible to hear that is all that is required.

3. What should NOT be on a resume tape?

This is simple if you are applying for a reporter position leave anchoring off or leave it at the very end of the tape. Applicants should only show that which is required of the position posted.

4. How should a resume tape be organized?

This again depends on the position applying for a reporter candidate should follow the Montage of standup and lives, then packages leave this to 3 stories. Then anchoring if they have done some.

(ex. montage, 3 packages, anchor, slate)

5. How long do you usually view a resume tape?

Most tapes 5 to 8 minutes, if the candidate is narrowed down to the top 5 then the entire tape

6. What qualities tend to attract you to an applicant?

Qualities again depend on the position posted if it is on air, style and camera prescene, story telling ability. Also one big item is how was the story told does the person just have all experts or do they seek out those everyday individuals who maybe a part of the story.

7. What is one (or two) of the most common resume tape problems you see?

Applying for an entry level position and then putting anchoring at the head of the tape.

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Friday, March 15, 2002 11:36 AM

From: "Depury, James" <JDepury@tribune.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 11:05 AM
To: Depury, James
Subject: RTNDA Student Request

Dear Mr. DePury,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why? VHS I can look at them at home.

2. What role does video quality play in your decision? I understand if I'm looking at a small market station or school project. But, the tape needs to look better than home movies.

3. What should NOT be on a resume tape? A taped introduction by the candidate.

4. How should a resume tape be organized? Your example is fine. But the tape should target the position the person is applying for. (ex. montage, 3 packages, anchor, slate)

5. How long do you usually view a resume tape? You have :30 seconds to one minute. I get about 20 tapes a week.

6. What qualities tend to attract you to an applicant? Do the stories have any depth. Can the person write without using a bag of clichs.

7. What is one (or two) of the most common resume tape problems you see? People applying for reporting jobs who only include live shots and anchoring. It doesn't tell me if the person can research, develop or write a solid package. I see way too many of those. If the tape doesn't address the opening, it goes in the trash.

8. Comments?

First your survey covers on air talent. I hire reporters and journalists here at WPMT FOX 43. I need to know the candidate can develop solid news sources, cover a story with out screwing it up, and write so the viewer will easily understand what it is about. I need reporters who can think on their feet in the field and regroup when the original idea washes out. I need reporters who can come up with solid hard news ideas from the community every day. Our staffers need to prove they are journalists before they make it "On Air" here. On air presentation is window dressing to the real job of knowing how to cover the community.

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville


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Date Sent: Friday, March 15, 2002 12:01 PM

From: Scott Galloway <sgalloway@14wfie.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

----- Original Message -----
From: "jlloyd3" <jlloyd3@utk.edu>
To: "Scott Galloway" <sgalloway@nbc14.com>
Sent: Friday, March 15, 2002 10:45 AM
Subject: RTNDA Student Request

>
> Dear Mr. Galloway,
>
> My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the
> University of Tennessee, Knoxville. I am conducting a survey of television
> station news directors/ those in positions to hire on-air talent.
>
> This survey is part of a Senior Honors Project aimed at researching how to
put
> together a successful resume tape. It would be extremely helpful to me if
you
> could take 5-10 minutes to complete this survey and return it as a reply
to
> this e-mail.
>
> 1. What tape format do you prefer (VHS, BETA, etc.)? Why?
> VHS...because the News Director has that format in his office.
> 2. What role does video quality play in your decision?
> Quality video is always a plus but I also realize that if I'm hiring a
reporter I pay closer attention to writing and facts.
> 3. What should NOT be on a resume tape?
> A million standups in a row...a few will work just as well.
> 4. How should a resume tape be organized?
> (ex. montage, 3 packages, anchor, slate)
> the order you have listed above is fine.
> 5. How long do you usually view a resume tape?
> 5-7 minutes
> 6. What qualities tend to attract you to an applicant?
> writing...storytelling...look
> 7. What is one (or two) of the most common resume tape problems you see?
> Long standup montage.
> 8. Comments?

>
> Depending on the number and quality of the responses to this e-mail, my
> research may be published. If you know of any additional sources related
to
> this topic, please include them in your reply! Thank you for you time and
> cooperation!
>
>
> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Friday, March 15, 2002 12:19 PM

From: AGibsonN12@aol.com — Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Dear Jonathan,
I'm delighted to help.

1. What tape format do you prefer (VHS, BETA, etc.)? **VHS is the most convenient so that tapes can be reviewed in my office or the office of my boss.**

2. What role does video quality play in your decision? **It's important but not the deciding factor. We understand VHS isn't beta quality. But it you're talking about the video skills of the photojournalist who shot the story, those are very important.**

3. What should NOT be on a resume tape? **Please, no montages at the top of the tape! I know I'm probably a minority in this request, but the montages are a waste of my time.**

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate) **No montage. If you're looking for a reporting job, put your packages first. I don't need a slate if you've properly labeled the tape.**

5. How long do you usually view a resume tape? **I might spend between :45 seconds and several minutes.**

6. What qualities tend to attract you to an applicant? **Someone who's researched our station and knows what our mission is.**

7. What is one (or two) of the most common resume tape problems you see? **Candidates who submit only feature packages. Please see question #6.**

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

WebMail - RE: RTNDA Student Request

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Date Sent: Friday, March 15, 2002 12:03 PM

From: Janice.Gin@ktvu.com Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [mailto:jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 8:56 AM
To: Janice Gin
Subject: RTNDA Student Request

Dear Ms. Gin,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
   VHS for convenience

2. What role does video quality play in your decision?
   for on air-talent, no much

3. What should NOT be on a resume tape?
   Clips that don't make sense... remember I would be looking at your tape cold. So I don't have context or background. Don't put stuff on the tape that would cause me to react with ... huh?

   Don't include clips that inclue English that is not grammatical, or a misue of a word.
   This wasn't on a tape, but was in a cover letter from an applicant yesterday.
   The person was talking about he accomplished/experienced at one of his jobs... he wrote...

during my tenor at XXXX I think that's tenure. No spell check can figure out that was wrong.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)

put your face right up there at the top. Don't over do the montage.... because I want to hear you and see how you put your story together.

Your tape should "focus" on what you want to do with your job application. If it's for a reporter job... then why put anchoring on it. If it's for a news reporter job... why put sports stories on it.

With tape being so cheap these days, why not have several "versions" of your tape so that you can tailor your application.

5. How long do you usually view a resume tape?

until I am bored...

how long does it take for you to hit the remote when you're at home watching TV

6. What qualities tend to attract you to an applicant?

good writing, honesty, high ethical standards.

7. What is one (or two) of the most common resume tape problems you see?

stories presented all the same. Show variety of your work. In acting they'd say show your depth.

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Friday, March 15, 2002 12:43 PM

From: "Ginther, Mark" <MGinther@kstp.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Johathan, happy to help. Responses below:

> -----Original Message-----
> From: jlloyd3 [SMTP:jlloyd3@utk.edu]
> Sent: Friday, March 15, 2002 10:57 AM
> To: Mark Ginther
> Subject: RTNDA Student Request
>
> Dear Mr. Ginther,
>
> My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the
> University of Tennessee, Knoxville. I am conducting a survey of television
> station news directors/ those in positions to hire on-air talent.
>
> This survey is part of a Senior Honors Project aimed at researching how to
> put
> together a successful resume tape. It would be extremely helpful to me if
> you
> could take 5-10 minutes to complete this survey and return it as a reply
> to
> this e-mail.
>
> 1. What tape format do you prefer (VHS, BETA, etc.)? [Ginther, Mark]
> VHS Why? [Ginther, Mark] Most offices have one. Can take home.
>
> 2. What role does video quality play in your decision? [Ginther, Mark]
> Some.
>
> 3. What should NOT be on a resume tape? [Ginther, Mark] Anything
> average. Only put your best work. Don't try and put a story on a tape
> which someone "thinks" is what a news director is looking for. Don't put
> anything dumb or overly cute. You never know who is going to see the tape,
> so aim for your best stuff. Be able to explain it. Was it good enterprise,
> was it great storytelling?
>
> 4. How should a resume tape be organized?
> (ex. montage, 3 packages, anchor, slate) [Ginther, Mark] Slate, montage,
> very best stuff (anchor or packages) Don't two great stories and one bad
> one just so you can have three stories. Only good stuff, that you feel

> best represents your work. [Ginther, Mark] Leave something very strong at
> the end. Then another slate.
>
> 5. How long do you usually view a resume tape? [Ginther, Mark]
> Depends. Fifteen seconds to ten minutes.
>
> 6. What qualities tend to attract you to an applicant? [Ginther, Mark]
> Being agressive, willing to work hard, willingness to tackle any
> challenge. Someone who is smart, well read, and is always prepared.
>
> 7. What is one (or two) of the most common resume tape problems you
> see? [Ginther, Mark] Stories are too long. People put stuff on their
> tapes which aren't that good because "someone said this is the type of
> story" you should have on a tape.
>
> 8. Comments?
>
> Depending on the number and quality of the responses to this e-mail, my
> research may be published. If you know of any additional sources related
> to
> this topic, please include them in your reply! Thank you for you time and
> cooperation!
>
>
> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Friday, March 15, 2002 12:54 PM

From: Lisa Farrell <lfarrell@wlns.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

----- Original Message -----
From: "jlloyd3" <jlloyd3@utk.edu>
To: "Lisa Farrell" <lfarrell@wlns.com>
Sent: Friday, March 15, 2002 11:30 AM
Subject: RTNDA Student Request

> Dear Ms. Farrell,
>
> My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the
> University of Tennessee, Knoxville. I am conducting a survey of television
> station news directors/ those in positions to hire on-air talent.
>
> This survey is part of a Senior Honors Project aimed at researching how to
put
> together a successful resume tape. It would be extremely helpful to me if
you
> could take 5-10 minutes to complete this survey and return it as a reply
to
> this e-mail.
>
> 1. What tape format do you prefer (VHS, BETA, etc.)? Why?
VHS, because I can watch it anywhere, here at work or at home.
>
> 2. What role does video quality play in your decision?
Important if you're applying for a photo position. I judge mostly
on content though.
>
> 3. What should NOT be on a resume tape?
> Long winded stuff. Keep it concise, clear and interesting.
> 4. How should a resume tape be organized?
packages, anchor, montage, slate
> (ex. montage, 3 packages, anchor, slate)
>
> 5. How long do you usually view a resume tape?
1 minute or less. Longer if I like what i see/hear right off.
>
> 6. What qualities tend to attract you to an applicant?
> Ability to relate in a conversational manner. Good writing, natural

movement.
> 7. What is one (or two) of the most common resume tape problems you see?
> Tapes that go on and on and on and on. People sending anchor tapes for reporting positions.
> 8. Comments?
> We get hundreds of tapes a year. Do NOT call to ask me if the U.S. mail or Fed-Ex delivered your tape. YES, THESE ARE RELIABLE SERVICES, THEY SELDOM FAIL!!!! IF I'M INTERESTED, I WILL CALL YOU.
> Depending on the number and quality of the responses to this e-mail, my
> research may be published. If you know of any additional sources related to
> this topic, please include them in your reply! Thank you for you time and
> cooperation!
>
>
> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville
>

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WebMail - RE: RTNDA Student Request

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Date Sent: Friday, March 15, 2002 1:38 PM

From: Carmelyn Daley <CDaley@wisctv.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 9:58 AM
To: Carmelyn Daley-Hinkens
Subject: RTNDA Student Request

Dear Ms. Daley-Hinkens,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why? VHS.
Because I can view tapes in my office instead of going to an edit bay.

2. What role does video quality play in your decision? It is
important, but not an overriding factor. I understand some candidates must work with outdated editing equipment at their current job.. and the quality of a resume tape suffers. That needs to be taken into account. An employer is looking for a good journalist.. not a slick tape.

3. What should NOT be on a resume tape?

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
I prefer slate, montage, a few pkgs and then any anchoring if applicable.

5. How long do you usually view a resume tape? Depends. Usually the montage gives me an idea of the person's skill level. If I see a level of professionalism for this market, I will continue into the packages. I've seen montages where I knew right there that the candidate was not ready for

this market. The tape was popped out.

6. What qualities tend to attract you to an applicant? Knowledge of the city, state and our station. Ambition on the part of the applicant and a strong sense of ethics.

7. What is one (or two) of the most common resume tape problems you see? 1) Candidates don't re-check the dub and I get a tape with no audio. 2) Typos and grammatical errors in the cover letter. That's my #1 pet peeve. I automatically eliminate candidates who send out an error-riddled cover letter.

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Friday, March 15, 2002 1:43 PM

From: "Gramer, Rod" <RGramer@kgw.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

1. Format doesn't matter, but I can take VHS tapes home so that is more convenient.

2. Video quality has to be first rate. The applicant is saying: "This is my best effort." It better be good.

3. What should not be on resume tape? Anything unprofessional or goofy. Tell me you are serious about this business.

4. Montage, packages (make them your best work), live shots, anchoring and slate.

5. Anywhere from 10 seconds to several times. I usually pare the box down to 12 or so candidates. Then I will look at those tapes over and over and show them to other people. Once I get my candidates narrowed down, I want to watch the tapes to make sure my initial impressions were correct. I also compare my candidates, assessing their relative strengths and weaknesses.

6. The full package. Looks, presentation, final product. Then I look at work ethic and attitude and their sense of team work. Ultimately, I want to hire a full package person.

7. Work hard, do good work and maintain the highest work ethic and team work standards. You can go far. Without those, you'll be frustrated at some point.

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 9:03 AM
To: Rod Gramer
Subject: RTNDA Student Request

Dear Mr. Gramer,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television

station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?

2. What role does video quality play in your decision?

3. What should NOT be on a resume tape?

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)

5. How long do you usually view a resume tape?

6. What qualities tend to attract you to an applicant?

7. What is one (or two) of the most common resume tape problems you see?

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville


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Date Sent: Friday, March 15, 2002 1:44 PM

From: Wbff45@aol.com Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: Urgent New

1. What tape format do you prefer (VHS, BETA, etc.)? Why?

We use VHS tape and machines for screening resume tapes. It's the most inexpensive method for us and the applicants. Since it is not used for braodcast, VHS is best for screening.

2. What role does video quality play in your decision?

As long as the tape has been prepared professionally and the audio and video are not distracting, I do not consider the low quality of VHS in my decision making process.

3. What should NOT be on a resume tape?

ANYTHING that does not correctly represent the applicants true talent and abilities.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)

There is no standard way to organize a tape. The most important things are to be creative in presention and make sure you contact information is on the tape electronically and on a label.

5. How long do you usually view a resume tape?
As long as necessary to evaluate the applicant's abilities for the job.

6. What qualities tend to attract you to an applicant?
High quality, professional work.

7. What is one (or two) of the most common resume tape problems you see?
Lack of professionalism in the presentation and materials sent for application.

8. Comments?

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Date Sent: Friday, March 15, 2002 2:49 PM

From: "Farber, Steve" <SFarber@tribune.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 10:29 AM
To: Farber, Steve
Subject: RTNDA Student Request

Dear Mr. Farber,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
VHS (I don't have a Beta deck in my office, but if a Beta tape comes in I am happy to look at it)
2. What role does video quality play in your decision?
Some. If tape is of poor quality it's hard to concentrate on performance.
3. What should NOT be on a resume tape?
A "personal appeal" to me.
4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
Montage first. Slate is not really necessary.
5. How long do you usually view a resume tape?
3-5 minutes. Longer if I like it.
6. What qualities tend to attract you to an applicant?
Good energy level and professional presentation. Good writing, memorable stories.
7. What is one (or two) of the most common resume tape problems you see?
No label on the tape.
Not cued up to the beginning.

Poor story selection. Many times in smaller markets, the drunk driving crash or bank robbery is big news but these stories seem inflated on tapes. Worry less about the big story and worry more about the memorable story (even if it was not the lead).

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville



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WebMail - RE: RTNDA Student Request

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Date Sent: Friday, March 15, 2002 3:25 PM

From: Gary Darnell <gary.darnell@arkansasnbc.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

happy to help
responses below

gary darnell
news director
kpom kfaa tv
fayetteville/fort smith ar
mkt 107

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 10:00 AM
To: Gary Darnell
Subject: RTNDA Student Request

Dear Mr. Darnell,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
VHS - universal format

2. What role does video quality play in your decision?
very little as long as I can see the applicant

3. What should NOT be on a resume tape?
glamour shots, stories that you OBVIOUSLY did not do, but only retracked

4. How should a resume tape be organized?

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
SLATE, STANDUP MONTAGE, 3 or 4 packages (short ones, not 5 minute mind numbing ones) some anchoring is fine

5. How long do you usually view a resume tape?
I watch every tape and usually will spend 5 to 10 minutes

6. What qualities tend to attract you to an applicant?
can you tell a story? do you know how to write to the video?

7. What is one (or two) of the most common resume tape problems you see?
I have received tapes without anything on them. I have received tapes with no audio. I have received tapes that aren't labeled nor are there slates on them - usually the content simply is not interesting enough nor shows off the applicants abilities

8. Comments?
keep it short, but make it interesting to me to watch - stay away from gimmicks like enclosed candy, stickers, party blowers, etc.

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville


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WebMail - RE: good luck

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Date Sent: Friday, March 15, 2002 5:12 PM

From: "Juan F. Garcia" <JGarcia@UNIVISION.net> Add to Address Book

To: jlloyd3

Subject: RE: good luck

Status: ☐ Urgent ☐ New

> Dear Mr. Garcia,
>
> My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the
> University of Tennessee, Knoxville. I am conducting a survey of television
> station news directors/ those in positions to hire on-air talent.
>
> This survey is part of a Senior Honors Project aimed at researching how to
> put
> together a successful resume tape. It would be extremely helpful to me if
> you
> could take 5-10 minutes to complete this survey and return it as a reply
> to
> this e-mail.
>
> 1. What tape format do you prefer (VHS, BETA, etc.)? Why?
> vhs because it's easier to find a place to view it... such as
>
> my office or conference room
>
> 2. What role does video quality play in your decision?
> as long as it's good, represents the work properly, it's not
> a big issue.
>
> 3. What should NOT be on a resume tape?
> long programs that feature a lot of talking heads... long
> interviews for example
> they don't highlight what is important to tv news directors
>
>
> 4. How should a resume tape be organized?
> (ex. montage, 3 packages, anchor, slate)
>
> you want a resume tape to show examples of the person's
> ability to
> do serious hard hitting news, interesting features, and
> lighter types of
> stories as well. as a general assignments reporter, they
> will cover
> a variety of stories and the tape should reflect their ability

> to achieve this.
> you ideally want to showcase the talent on camera... stories
> that
> feature good standups, or show segments that feature the
> talent on
> camera reading/intoducing several stories...
>
> 1. slate with pertinent information (name, address, phone
> number, email address)
> 2, pkgs that show the talent in action
> 3. on set anchor work if available
> 4. features, montages etc..
>
>
> 5. How long do you usually view a resume tape?
> 5 to 7 minutes...
>
> 6. What qualities tend to attract you to an applicant?
> good delivery, good voice quality (authoritive, self assured),
> movement on camera (show and tell standups)
> interesting copy, and a generally good professional
> appearance.
>
> 7. What is one (or two) of the most common resume tape problems you
> see?
> 1 not well organized. doesnt achieve the goals stated above.
>
> 2 poor editing or poor video quality
>
>
> 8. Comments?
> its important for students and other job applicants to make
> sure their
> resumes achieve specific goals and that the quality of the
> presentation
> be the the very best they can provide
>
>
> Depending on the number and quality of the responses to this e-mail, my
> research may be published. If you know of any additional sources related
> to
> this topic, please include them in your reply! Thank you for you time and
> cooperation!
>
>
> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville
>
> The information contained in this e-mail may be privileged, confidential,
and protected from disclosure. If you are not the intended recipient, you
are hereby notified that any dissemination, distribution or duplication of
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communication in error, please notify the sender immediately and delete all

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Date Sent: Friday, March 15, 2002 5:30 PM

From: "Clark, Laura" <Clark@kshb.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Thursday, March 14, 2002 9:50 PM
To: Laura Clark
Subject: RTNDA Student Request

Dear Mr. Clark,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
Any format is fine.. VHS is sometimes easier as long as the quality is clear
2. What role does video quality play in your decision?
The key is checking the tape. It must be clear and have good audio. I get tapes where they didn't even record but the person didn't bother to go back and check it.

3. What should NOT be on a resume tape?
Anchoring if you really want to be a reporter. Putting anchoring on, especially at the beginning makes it look like you want an anchor job but you'll take reporting.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
I like the montage. It doesn't need to be super long. 2-4 stand-ups, packages, anchoring is ok at the end but not necessary if you are applying for a reporting job.

5. How long do you usually view a resume tape?

10 seconds to 10 min depending on the quality of the work.

6. What qualities tend to attract you to an applicant?
Strong on camera presence, good delivery, good writing, enterprise story ideas, good storytelling

7. What is one (or two) of the most common resume tape problems you see?

8. Comments?
Jonathan, I recommend you check the gender of the person you are sending your letters to. I filled out the survey but if you were applying for a job it might make me wonder how through you are in your reporting. I'm Laura Clark. Good luck.

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Friday, March 15, 2002 6:51 PM

From: "Gadley, Roger" <RGadley@kmph.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 8:45 AM
To: Roger Gadley
Subject: RTNDA Student Request

Dear Mr. Gadley,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why? VHS, because I have a VHS machine in my office. They are cheap. Beta machines or DVC Pro or Digital machines are very expensive and almost no news director will want to waste his or her budget on those machines in his or her office.

2. What role does video quality play in your decision? Video quality is a visceral element, not a logical one. How important is that? Sometimes it's the deciding factor, but usually not.

3. What should NOT be on a resume tape? Bars, opens, or anything extraneous. I don't want to waste my time wading through stuff that I don't need. I want to see the face, see whether the candidate is graceful and is a good writer and I want to hear her or his voice. The rumors are true. Sometimes I've made a decision within 10 seconds of popping the tape in. I get 100 to 200 tapes for each opening. I don't have time to look at more than the first 30 seconds of tapes on the first go around (the second go around I look at only 20 or 30 of the tapes, and I take more time). If it's clear to me that someone is wasting my time, I pop the tape out. I don't want to fool with someone who is trying to con me.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate) Yes, exactly that.

5. How long do you usually view a resume tape? Initially, 10 to 20 seconds, then when I've made a short list, 2- to 5 minutes. For the final 3 I look at the entire tape.

6. What qualities tend to attract you to an applicant? Grace in writing, grace in standups and grace in voice. I want authoritative, compelling voice, delivery and stories.

7. What is one (or two) of the most common resume tape problems you see? Bad lead stories off the top. Reporters leading with stories they like, not stories that will impress me.

8. Comments? I'm busy, don't bother me with any "I-just-wanted-to-see-if-you-got-my-tape" calls.

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

---------- "The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and delete the material from all computers."


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WebMail - RE: RTNDA Student Request

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Date Sent: Friday, March 15, 2002 7:07 PM

From: Zolt614@aol.com Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: Urgent New

Question #1: VHS (because I have a VHS player in my office, and at home and I don't have to view tapes infront of other newsroom employees on BETA or other format)

#2 Depends on how bad the quality is, if I can't see you or hear you

#3 Poorly edited stories, poorly shot, other than that it depends on the position you're applying for

#4 Your example seems ok, I would put a slate on the front as well as back

#5 Depends on how many I receive, I take less than 5 minutes

#6 Unfortunately this is a medium that favors people that look good on camera, that has something to do with it, the other is voice, writing skills, presentation on camera,

#7 Poorly put together, not enough of one thing or another, poor audio quality

#8 none

Your welcome

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Date Sent: Friday, March 15, 2002 7:44 PM

From: dambrosi@kfmb.com Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Fred D'Ambrosi
News Director
KFMB-TV
7677 Engineer Road
San Diego, CA 92111
858-495-7510

> -----Original Message-----
> From: jlloyd3 [jlloyd3@utk.edu]
> Sent: Friday, March 15, 2002 7:57 AM
> To: Fred D'Ambrosi
> Subject: RTNDA Student Request
>
>
> Dear Mr. D'Ambrosi,
>
> My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the
> University of Tennessee, Knoxville. I am conducting a survey of television
> station news directors/ those in positions to hire on-air talent.
>
> This survey is part of a Senior Honors Project aimed at
> researching how to put
> together a successful resume tape. It would be extremely helpful
> to me if you
> could take 5-10 minutes to complete this survey and return it as
> a reply to
> this e-mail.
>
> 1. What tape format do you prefer (VHS, BETA, etc.)? Why?
VHS. Inexpensive for job seeker. Able to search through tapes quickly on VHS in my office.
>
> 2. What role does video quality play in your decision?
Not much, unless it's really bad and distorts image or voice quality.
>
> 3. What should NOT be on a resume tape?
Extra on camera video explanations: "Hi, I'm Mary Jones and this is why you should hire me..."

>
> 4. How should a resume tape be organized?
For a reporting job: stand-up montage, several packages that show some range (hard, live, feature), perhaps some anchoring. For anchor job, anchoring before packages.
>
> 5. How long do you usually view a resume tape?
On the first cut, I may not get past the montage. Finalists, I view the whole thing.
>
> 6. What qualities tend to attract you to an applicant?
Depends on the needs of the newsroom at that moment. We may need someone with Spanish language skills, strong live, investigative, feature ability, anchor fill-in. A decent look and voice are baseline. I see that in the montage. After that, good journalistic skills, live ability are musts.
>
> 7. What is one (or two) of the most common resume tape
> problems you see?
Poor story selection. Applicants think a "national" story in their market is what I want ("The President Visits Peoria"). I'd rather see a good daily story on a fire, or murder or school board controversy. That's what you're gunna cover when you get here. Always include good breaking news work.
>
> 8. Comments?
I can't fix your look and/or voice. If the viewer can't get past that, he/she won't hear what you say or cover. That doesn't mean pretty. It means professional.
>
> Depending on the number and quality of the responses to this e-mail, my
> research may be published. If you know of any additional sources
> related to
> this topic, please include them in your reply! Thank you for you time and
> cooperation!
>
>
> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville
>
>

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Date Sent: Monday, March 18, 2002 11:57 AM

From: "BAUMGARTNER, BRENDA" <BBAUMGARTNER@KPVI.com>

Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Answers follow.

Brenda Baumgartner
News Director
NBC Newschannel 6

> -----Original Message-----
> From: jlloyd3 [SMTP:jlloyd3@utk.edu]
> Sent: Thursday, March 14, 2002 1:22 PM
> To: Brenda Baumgartner
> Subject: RTNDA Student Request
>
> Dear Ms. Baumgartner,
>
> My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the
> University of Tennessee, Knoxville. I am conducting a survey of television
> station news directors/ those in positions to hire on-air talent.
>
> This survey is part of a Senior Honors Project aimed at researching how to
> put
> together a successful resume tape. It would be extremely helpful to me if
> you
> could take 5-10 minutes to complete this survey and return it as a reply
> to
> this e-mail.
>
> 1. What tape format do you prefer (VHS, BETA, etc.)? Why? VHS... it's
> easier to view.
>
> 2. What role does video quality play in your decision? Not much.
>
> 3. What should NOT be on a resume tape? Anything distracting.
>
> 4. How should a resume tape be organized? slate, montage, stories.
> (ex. montage, 3 packages, anchor, slate)
>
> 5. How long do you usually view a resume tape? 1 minute
>
> 6. What qualities tend to attract you to an applicant? Solid on air

> 6. What qualities tend to attract you to an applicant? Solid on-air,
> good writing.
>
> 7. What is one (or two) of the most common resume tape problems you
> see? Distracting graphics or music, stand-ups with no purpose.
>
> 8. Comments? Show initiative and ingenuity.
>
> Depending on the number and quality of the responses to this e-mail, my
> research may be published. If you know of any additional sources related
> to
> this topic, please include them in your reply! Thank you for you time and
> cooperation!
>
>
> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Monday, March 18, 2002 1:08 PM

From: Jennifer Crompton <j_crompton@wmur.com>

Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 8:44 AM
To: Jennifer Crompton
Subject: RTNDA Student Request

Dear Ms. Crompton,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
We currently use both Beta and DVC... My preference is DVC for quality and storage ability reasons (takes up less room!)

2. What role does video quality play in your decision?
Big role

3. What should NOT be on a resume tape?
Anything that you think is not your very best work, or that didn't actually air.
4. How should a resume tape be organized? shortest, best stuff first.
live hits - only a few standups... anchoring next, solid news stories first, specials after that.
(ex. montage, 3 packages, anchor, slate)

5. How long do you usually view a resume tape? 5-8 minutes if I like the first 90 seconds.

6. What qualities tend to attract you to an applicant?

6. What qualities tend to attract you to an applicant?
poise, articulation, sense of personality
7. What is one (or two) of the most common resume tape problems you see?
hoaky standups
8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville


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Date Sent: Monday, March 18, 2002 2:56 PM

From: Dave A Busiek <dbusiek@hearst.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: Urgent New

Mr. Lloyd...in response to your questions.

1. All resume tapes should be on VHS these days. It's cheaper, easier and I don't feel guilty if I don't return them. 99% of tapes I receive are on VHS.

2. Video quality plays somewhat of a role. If it's so bad I can't see or hear the applicant, that person won't get hired. Likewise, poor quality could indicate a lack of attention to detail, double checking to make sure the tape is good, etc.

3. Not sure what you mean by this question. I would not put on boring, non-visual stories with no writing to video. I see an awful lot of that.

4. Brief slate (some run on too long), montage of from 3 to 8 standups that show movement, creativity, etc...and then visual packages that hook me in some way. I want to see some personality, writing, reporter involvement in the story. Don't necessarily lead with the hardest story. A murder trial showing a perp in an orange jumpsuit looks the same all over. I want to see something unusual, something different that stands out., Put on a live shot or two. If applying for an anchor opening, show some anchor work.

5. Viewing time depends. If the tape is a good one, the stories are interesting and the applicant competent, I'll watch the whole thing. Some get ejected after 3 seconds because it's obvious they are inexperienced or have no on-camera skills.

6. Qualities I find attractive are the same as mentioned above: On-camera poise, good delivery, personality, ability to write, ability to tell good people stories, ability to grab me (and ultimately the viewer) in some way.

7. The most common problems are boring stories, boring stand-ups, unoriginal ideas. People who look like they're going through the motions. I can find lots of people to go on TV for us. I'm looking for intelligent people with good ideas who can turn compelling stories. That's not asking for a lot, is it?

Hope that helps.

Dave Busiek
News Director

KCCI-TV
888 9th Street
Des Moines, IA 50309
dbusiek@hearst.com
RTNDA Chairman

jlloyd3 <jlloyd3@utk.edu> on 03/14/2002 03:08:31 PM

To: Dave A Busiek/KCCI-TV/Broadcasting/Hearst@Hearst

cc:

Subject: RTNDA Student Request

Dear Mr. Busiek,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?

2. What role does video quality play in your decision?

3. What should NOT be on a resume tape?

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)

5. How long do you usually view a resume tape?

6. What qualities tend to attract you to an applicant?

7. What is one (or two) of the most common resume tape problems you see?

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville



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Date Sent: Monday, March 18, 2002 5:23 PM

From: "gfisher@onnnews.com" <gfisher@onnnews.com>

Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [SMTP:jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 11:36 AM
To: Greg Fisher
Subject: RTNDA Student Request

Dear Mr. Fisher,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why? VHS -- It's faster in my office.

2. What role does video quality play in your decision? Original video quality of production on the tape makes a significant difference. If there is just a tear in a VHS dub, it doesn't matter.

3. What should NOT be on a resume tape? Cliches...offensive material... failed attempts at humor or grandstanding.

4. How should a resume tape be organized? Differs for each position but montage is good first look at the candidate. However, make sure to include some complete and extended material in case news director wants to see more.
(ex. montage, 3 packages, anchor, slate)

5. How long do you usually view a resume tape? 1 minute for weak candidate tape. For strong candidates and finalists I will watch or scan about 20 minutes.

6. What qualities tend to attract you to an applicant? Experience, storytelling, journalism and passion.

7. What is one (or two) of the most common resume tape problems you see?
Off the wall antics - trying to grab attention. It's good to get someone's attention with solid

Off the wall antics...trying to grab attention. It's good to get someone's attention with solid performance, good stories, captivating information--not antics.

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville



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WebMail - RE: RTNDA Student Request

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Date Sent: Tuesday, March 19, 2002 12:07 PM

From: Jim Garrott <JGarrott@week.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Dear Jonathan,

I had someone ask me something similar. I am being lazy and sending you the same answers.

Jim Garrott

1) Your Name: Jim Garrott
2) Your Title:News Director

2A) What was your first news job/where?
(ie: Producer/Tampa)Photographer-Peoria

3) Which tape format do you prefer? VHS
4) Length of tape? 15 minutes
5) Rank the contents in the order you prefer: (1,2,3...)
- montage:5
- news stories:1
- features:2
- anchor pieces:4
- live shots:3
- other:

6) Your resume tape pet peeves?People who don't check their video or audio. Also those who put it on slow speed so it won't work in professional machines.

7) Your resume tape kudos?Quick montage and then get to the best written story no matter if it is a feature or a hard news story.

8) Minimum experience preferred:Internship in college at smaller location

9) How many tapes do you receive in a month?10 when I don't have any job openings. 25 to 50 depending upon the job opening.

10) Skills important for applicants to possess:Good writing and storytelling for reporters. Good eye if you are a photographer. For anchors, I look for people that I can grow and who appear to be the same on air or

off.

11) What impresses you most about a resume tape?:I do something a little different. Being in a small market I am always interested in anyone who is interested in me. I always read the resume while listening to the tape. That is how people watch television, so I get to hear voice and some of the writing. After finishing the resume, I rewind the tape and look at how they appear on air. This way I hear writing and voice before I see physical features. I like to use that as a foundation before looking for the Barbies and Kens.

12) Your best advice to job seekers: You have to capture someone's attention right away. Do everything you can to sell yourself immediately without gimmicks.

13) Do you mind receiving calls from applicants?Yes

14) If not, what is usually the best time to call?Mid day 10am-2pm

15) Do you mind receiving e-mail from applicants?I have no problem getting e-mails.

16) If not, what is your e-mail address?jgarrott@week.com

17) Do you send rejection letters?I try to contact anyone who I have talked to, but I don't send rejection letters to people I haven't spoken with. I try to keep people in mind and work constantly to have a backup when a position opens.

NOT ATTRIBUTED:
1) What would an entry-level reporter expect to make in your market?$1,250

2) Pros of working in your market:Very competitive with a track record of people moving to much bigger markets.

3) Cons of working in your market:Small market and strapped resources. Difficult for single people right out of college to have personal life.

> -----Original Message-----
> From: jlloyd3 [SMTP:jlloyd3@utk.edu]
> Sent: Friday, March 15, 2002 10:52 AM
> To: Jim Garrott
> Subject: RTNDA Student Request
>
> Dear Mr. Garrott,
>
> My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the
> University of Tennessee, Knoxville. I am conducting a survey of television
> station news directors/ those in positions to hire on-air talent.
>
> This survey is part of a Senior Honors Project aimed at researching how to
> put
> together a successful resume tape. It would be extremely helpful to me if

> you
> could take 5-10 minutes to complete this survey and return it as a reply
> to
> this e-mail.
>
> 1. What tape format do you prefer (VHS, BETA, etc.)? Why?
>
> 2. What role does video quality play in your decision?
>
> 3. What should NOT be on a resume tape?
>
> 4. How should a resume tape be organized?
> (ex. montage, 3 packages, anchor, slate)
>
> 5. How long do you usually view a resume tape?
>
> 6. What qualities tend to attract you to an applicant?
>
> 7. What is one (or two) of the most common resume tape problems you
> see?
>
> 8. Comments?
>
> Depending on the number and quality of the responses to this e-mail, my
> research may be published. If you know of any additional sources related
> to
> this topic, please include them in your reply! Thank you for you time and
> cooperation!
>
>
> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville

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Date Sent: Tuesday, March 19, 2002 5:43 PM

From: "Crary, Doug" <dcrary@kptm.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

> -----Original Message-----
> From: jlloyd3 [SMTP:jlloyd3@utk.edu]
> Sent: Friday, March 15, 2002 7:43 AM
> To: Douglas Crary
> Subject: RTNDA Student Request
>
> Dear Mr. Crary,
>
> My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the
> University of Tennessee, Knoxville. I am conducting a survey of television
> station news directors/ those in positions to hire on-air talent.
>
> This survey is part of a Senior Honors Project aimed at researching how to
> put
> together a successful resume tape. It would be extremely helpful to me if
> you
> could take 5-10 minutes to complete this survey and return it as a reply
> to
> this e-mail.
>
> 1. What tape format do you prefer (VHS, BETA, etc.)? Why? [Crary, Doug]
> VHS, Most ND's have a vhs machine in their offices and are able to watch
> the tape and make notes about the person and their performance on their
> resume.
>
> 2. What role does video quality play in your decision? [Crary, Doug]
> If it's vhs, there's an expectation that the quality won't be as good as
> beta or dvc pro. But you can also tell if it's a vhs dub from another
> vhs. That gives the appearance of mass production, and raises issues
> about the candidate.
>
> 3. What should NOT be on a resume tape? [Crary, Doug] too many feature
> stories
>
> 4. How should a resume tape be organized? [Crary, Doug] slate,
> montage, 4 packages with anchor intros and tags, anchoring and slate.
> [Crary, Doug] Slate should include name, station, address, phone (day and
> night) and email.
>

>
> 5. How long do you usually view a resume tape? [Crary, Doug] At least
> through the first news package
>
> 6. What qualities tend to attract you to an applicant? [Crary, Doug]
> The first thing that attracts you beyond the montage is presence, and
> whether the candidate projects believability, confidence, and talks
> conversationally.
>
> 7. What is one (or two) of the most common resume tape problems you
> see? [Crary, Doug] Overproduced slates with music and flying graphics,
> it's a waste of my time. I also see tapes that have little thought put
> into them...like leading with hard news and ending in softer news. I've
> seen more fires, floods, shootings/murders, and tornadoes than I care to,
> what I really like is enterprise stories. People need to show me what
> they can do on an average day. Everyone does a fairly good job with spot
> news, I want to see their daily work.
>
> 8. Comments?
>
> Depending on the number and quality of the responses to this e-mail, my
> research may be published. If you know of any additional sources related
> to
> this topic, please include them in your reply! Thank you for you time and
> cooperation!
>
>
> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville

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Date Sent: Wednesday, March 20, 2002 1:15 PM

From: Brian Grenrood <bgrenrood@wjcl.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Thanks,
Brian Grenrood
ABC 22 & Fox 28 News Director
Savannah, GA Office: 912-921-2222
Fax: 912-921-2229

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 12:06 PM
To: Brian Grenrood
Subject: RTNDA Student Request

Dear Mr. Grenrood,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
I prefer VHS so I can view tapes in my office and at home.

2. What role does video quality play in your decision?
Video quality is very important. If the quality is poor on your resume, why should I expect any difference in your work?

3. What should NOT be on a resume tape?
There are many thing that should not be on a resume tape. A countdown is one of the biggest mistakes I see. Remember, you only get about 10 seconds to make a first impression. If I have to spend 10 seconds looking at a countdown, you've lost me.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
Depends on what job you're applying for. Just make sure I see a good sample of your work in a montage format at the beginning.

5. How long do you usually view a resume tape?
Every candidate gets 10 seconds. If I like what I see in the first 10 seconds, I will continue.

6. What qualities tend to attract you to an applicant?
Comfort and confidence on camera.

7. What is one (or two) of the most common resume tape problems you see?
I often see the same kinds of standups in the opening montage. Don't pump gasoline, try food at a festival or have a bunch of children around you waiting to cheer after your standup.

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

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WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, March 21, 2002 3:58 PM

From: Bruce T Barkley <bbarkley@hearst.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

A response with answers below.
Bruce

jlloyd3 <jlloyd3@utk.edu> on 03/14/2002 02:17:40 PM

To: Bruce Barkley <newsdirector@thejacksonchannel.com>

cc: (bcc: Bruce T Barkley/WAPT-TV/Broadcasting/Hearst)

Subject: RTNDA Student Request

Dear Mr. Barkley,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why? DVCPRO, because it is digital, great quality, cost effective, and tapes cassettes are a great size.
2. What role does video quality play in your decision? A major role - we have cameras that are a step above our competition's cameras because they give us better video quality.

3. What should NOT be on a resume tape? Live shots on top of elephants, too much "funny stuff", and poorly written material.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
This example works for me. How reporters arrange their packages matters also. Do they start with the package my newsroom would lead a newscast with? If not, would they be able to bring us back a leads story?

5. How long do you usually view a resume tape?
The entire tape unless they show poor presentation skills, make a grammatical or pronunciation mistakes, or the copy is written extremely poorly.

6. What qualities tend to attract you to an applicant? Moving, active live shots and stand ups, important enterprise stories, and well written stories.

7. What is one (or two) of the most common resume tape problems you see?
Applicants include material that is too featury, the stories aren't important news stories, or most of the material is from months ago (haven't you done anything good lately?).
8. Comments?
Good luck!
Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

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Date Sent: Monday, March 25, 2002 1:07 PM

From: "Benscoter, Jeff" <jbenscoter@ky3.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Thursday, March 14, 2002 2:30 PM
To: Jeff Benscoter
Subject: RTNDA Student Request

Dear Mr. Benscoter,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why? VHS, because that's the machine i have in my office and at home.

2. What role does video quality play in your decision?
Some, it must be good quality, but i understand limitations of some markets

3. What should NOT be on a resume tape?
don't need a slate, as long as the tape is marked with phone numbers

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
4 packages. several live wraps.

5. How long do you usually view a resume tape?
anywhere from 1 minute to 10 minutes depending on quality.

6. What qualities tend to attract you to an applicant?
Someone who covers a variety of news. You need breaking news, live,

and enterprise reporting to be valuable to me. You need to leave entire packages on the tape, not just live intros.

7. What is one (or two) of the most common resume tape problems you see?
Not putting enough full packages on the tape.

8. Comments?
I want someone who can write, report in all situations, and can enterprise stories through contacts and working a beat. I can overlook a lot of market limitations. if the person is good, it shouuld show through on the air.
also, when sending a resume, send references. if i have to ask for them, it's one too many calls... and you're out.

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville

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Date Sent: Monday, April 01, 2002 8:09 AM

From: "Heider, Lynn" <heider@WEWS.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

see below

> -----Original Message-----
> From: jlloyd3 [SMTP:jlloyd3@utk.edu]
> Sent: Saturday, March 30, 2002 11:00 AM
> To: Lynn Heider
> Subject: RTNDA Student Request
>
> Dear Ms. Heider,
>
> My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the
> University of Tennessee, Knoxville. I am conducting a survey of television
> station news directors/ those in positions to hire on-air talent.
>
> This survey is part of a Senior Honors Project aimed at researching how to
> put
> together a successful resume tape. It would be extremely helpful to me if
> you
> could take 5-10 minutes to complete this survey and return it as a reply
> to
> this e-mail.
>
> 1. What tape format do you prefer (VHS, BETA, etc.)? Why?
[Heider, Lynn] VHS. I will only review tapes of people who have
3-5 years experience on air in top 60 markets.
> 2. What role does video quality play in your decision?
[Heider, Lynn] I expect on air talent to know how to write to
compelling video, how to select compelling sound and when to stop talking
and let the sound tell the story.
> 3. What should NOT be on a resume tape?
[Heider, Lynn] Anchoring, unless we ask for it. Most News
Directors don't really need to see that unless that's what the opening is
for. If you apply for a reporters' position, why would you start the tape
with 5 minutes of anchor work?
> 4. How should a resume tape be organized?
[Heider, Lynn] Compelling live shot, enterprise story, any other
story you really liked. Don't worry about a slate or a montage
> (ex. montage, 3 packages, anchor, slate)
>

> 5. How long do you usually view a resume tape?
[Heider, Lynn] :30 to ten minutes. Sometimes if I eject, it has nothing to do with the ability of the person but more to do with the fact that he/she does not fit the opening. That's another argument for leading the tape with anchoring when I might be looking for a someone who is a good digger or a strong feature reporter.
> 6. What qualities tend to attract you to an applicant?
[Heider, Lynn] Experience. I want the person who has distinguished himself in another market. For example, in the past year, I hired: (1) a national award winning reporter who is on the board of IRE. His stories have changed laws, (2) a woman who has baby safety laws named after in 34 states and (3) a young woman who was also being courted by Philadelphia. If you changed laws, sent people to jail, got justice for someone or just plain did work that has a lot of markets after you, I am also interested.
> 7. What is one (or two) of the most common resume tape problems you
> see?
[Heider, Lynn] Broken tape and a lot of anchor work to plough through before I can even find out whether you know how to tell a story.
> 8. Comments?
>
> Depending on the number and quality of the responses to this e-mail, my
> research may be published. If you know of any additional sources related
> to
> this topic, please include them in your reply! Thank you for you time and
> cooperation!
>
>
> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville

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Date Sent: Monday, April 01, 2002 9:21 AM

From: "Hawkins, Steve" <shawkins@wcyb.tv>

Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [mailto:jlloyd3@utk.edu]
Sent: Saturday, March 30, 2002 10:56 AM
To: Stephen Hawkins
Subject: RTNDA Student Request

Dear Mr. Hawkins,

My name is Jonathan Lloyd. Originally from Johnson City, I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
VHS.. EASIER TO DEAL WITH, CHEAPER FOR APPLICANTS, CAN WATCH ALL THE TAPES IN MY OFFICE

2. What role does video quality play in your decision?
TALENT CAN OVERCOME VIDEO QUALITY, BUT IT DOES LEAVE A NEGATIVE IMPRESSION. IF I HAD TWO CANDIDATES OF EQUAL TALENT, EXCEPT THE VIDEO QUALITY OF ONE TAPE WAS BETTER THAN THE OTHER...

3. What should NOT be on a resume tape?
SCHOOL PROJECTS, BEAUTY PAGEANTS.. I ACTUALLY HAD AN APPLICANT INCLUDE TAPE OF HIS LEADING AN AEROBICS CLASS AS PART OF THE VIDEO MONTAGE ON HIS RESUME TAPE.

4. How should a resume tape be organized?
SLATE WITH ADDRESS, PHONE, ETC.. MONTAGE (STANDUPS OR BEST SHOTS), TWO OR THREE OF THE CANDIDATE'S BEST STORIES (HARD NEWS AND FEATURE). IF WE'RE CONSIDERING THAT PERSON, WE'LL ASK FOR MORE MATERIAL. DON'T SEND ANCHOR MATERIAL UNLESS YOU ARE APPLYING FOR AN ANCHOR JOB, AND UNLESS IT IS COMPETITIVE

5. How long do you usually view a resume tape?
UNTIL THE CANDIDATE GIVES ME A REASON TO PUT THEM IN THE KEEP STACK OR THE REJECT STACK.

6. What qualities tend to attract you to an applicant?
USE OF THE MEDIUM, QUALITY OF STORYTELLING, COMFORT LEVEL

7. What is one (or two) of the most common resume tape problems you see?
PERSONS APPLYING FOR JOBS FOR WHICH THEY ARE NOT QUALIFIED. FOR EXAMPLE, A PERSON WITHOUT ANY REAL ANCHORING EXPERIENCE APPLYING FOR A WEEKEND ANCHOR/REPORTER JOB OR A PERSON WITH NO REAL EXPERIENCE APPLYING FOR A REPORTER JOB.

8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville


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Date Sent: Monday, April 01, 2002 11:10 AM

From: David Jensch <DJensch@KBJR.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Saturday, March 30, 2002 10:34 AM
To: David Jensch
Subject: RTNDA Student Request

Dear Mr. Jensch,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
vhs
2. What role does video quality play in your decision?
none
3. What should NOT be on a resume tape?

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
slate montage, 3 pkg's anchoring
5. How long do you usually view a resume tape?
30 seconds
6. What qualities tend to attract you to an applicant?
good voice...poised look...good storytelling
7. What is one (or two) of the most common resume tape problems you see?
no standup...poor audio/voicing...anchoring up front
8. Comments?

Depending on the number and quality of the responses to this e-mail, my

research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville


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Date Sent: Monday, April 01, 2002 11:10 AM

From: Rick Howard <Rwhoward@koin.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

>>> jlloyd3 <jlloyd3@utk.edu> 03/30/02 08:12AM >>>

Dear Mr. Howard,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put together a successful resume tape. It would be extremely helpful to me if you could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
VHS. Simple I like things as uncomplicated as possible....the only machines in my office are VHS.

2. What role does video quality play in your decision?
I am looking for quality in people....I can see through the badly lit video. 3. What should NOT be on a resume tape?
I believe you should design your tape to more fit the opening you are applying for. If it's a reporter position I don't necessarily want to see a lot of anchoring. Do include a variety of packages so I can see what kind of writing skills you posses.
4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
I know traditional knowledge says to design it as you have described but hears my theory....I look at several hundred tapes when I am actively looking, unfortunately you need to catch my eye immediately. If live is your strength start with that....if writing is your strength start with a variety of good SOT.
5. How long do you usually view a resume tape?
I usually watch a tape for 1-3 minutes.....but if I like it I will watch again in a day or so for a more extended period. It then goes to a committee that I have formed to get input from up to five people.

6. What qualities tend to attract you to an applicant?
Professional look.....something unusual....but the thing I look for more is a passion, a feeling that this person really loves what they are doing.

7. What is one (or two) of the most common resume tape problems you see?

1.) Tape is not focused 2.) I need to see your on camera look as soon as possible
8. Comments?
This can be a frustrating process but don't give up and if you get an interview opportunity make the most of the chance. Bring a passion and a hunger for what we do.

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville


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Date Sent: Monday, April 01, 2002 12:19 PM

From: Shawn Harkness <shawn.harkness@onnnews.com>

Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Jonathan-

Thanks for writing. I'm more than happy to help.

First, I'm assuming you are asking these questions from the perspective of a graduating student looking for a first job. When I was a news director at a small market station, I did use slightly different criteria when watching tapes than I do now. So I will answer these questions from that perspective. If you would rather have me submit information based on someone looking for a third, fourth, etc. job let me know and I will fill out another form.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?

First, there is no "standard" tape format for resume tapes. However, I personally prefer VHS. They can be watched at the office without having to sneak into an edit bay, and they can be taken home. If an ad says to send a tape on a specific format, be sure to submit it on that format. Not all stations have access to machines in all formats. You may think sending a Beta tape may help you look more professional, but if the station doesn't have a Beta machine to watch it in, you've probably eliminated yourself from the running.

2. What role does video quality play in your decision?

It depends. Most colleges use VHS equipment to teach because it is much cheaper for equipment and tapes. When you make dubs, it will lose quality. For a first job, a news director will overlook these technical quality issues. At the same time, shots should be framed correctly, tripods should be used when appropriate, and other basic shooting rules should be followed, especially for a one-man band position.

3. What should NOT be on a resume tape?

Internships are great and are now almost a required prerequisite, but avoid re-tracking someone else's package. Even if you completely rewrite the script, it is difficult to impossible for someone watching a tape to know what you did, and what someone else did. I would rather see a college story where I can easily tell what you contributed than a glossy piece I have to try and figure out.

4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)

Again, there is no "standard format" for a resume tape, besides a slate at the very beginning of the tape. A montage off the top is nice, but I won't be offended if there is not one there. News directors differ on this, but I personally prefer to see different stand-ups in the montage than I do in the packages on the tape. I believe if you are trying to show me diversity, show me diversity in stand-ups. However, I know other news directors like to see a standup in an opening montage show up in a package seen on the tape.

In any case, I NEED to see some packages. For an entry level tape, any anchoring is optional, but should be at the end of the tape. I don't think there are any news directors who will hire someone as an anchor for their very first job. Anchoring is like the frosted flower on the cake- nice to see and no one will complain if its there, but not necessary.

5. How long do you usually view a resume tape?

It can be anywhere from about 15 seconds for someone I know I won't hire, to the entire tape for someone I like. It depends on what position I'm trying to fill. On average, I will usually watch through the first package.

6. What qualities tend to attract you to an applicant?

Someone with good writing and speaking skills will stand out. Bad writing will get thrown out.

The biggest challenge of hiring someone for their first job is trying to judge their potential to develop. I was always looking for someone with good writing skills, the knowledge of how to find and develop stories, and a good on-camera presence. Clothes/hair/makeup are all factors we will probably have to work on once an entry level employee starts, so they aren't as crucial factors from the very beginning. But it is very important to have a positive attitude and ambition.

7. What is one (or two) of the most common resume tape problems you see?

The tapes I like least have a nicely made up intern with professional looking hair, makeup, and attire at a big market TV station anchoring a block on set, followed by a package with the intern's voice. I can't tell if this applicant wrote the scripts or package, or if the applicant blocked the stories. The only concrete information I can determine is that the applicant can read off a prompter, and interned at a particular station. This makes it very difficult for myself or any other news director to know what skills this person has, and we may not consider an excellent candidate who really did write and produce a news block and package.

8. Comments?

When I put out an ad for an entry level position, I would receive anywhere from 50 to 200 tapes and resumes. While the temptation is there to do something outrageous to stand out from the crowd, BE CAREFUL! You will stand out by doing a great job on your tape. You do not need to include a show to "get your foot in the door", have your mom write me a note about how wonderful you are, or include a standup comedy routine at the beginning of your tape, complete with a dubbed in laugh track. I've seen all of these, but none of them has ever helped a candidate get a job. Good reporting has helped. A good attitude has helped. Good writing has helped.

If you don't get a job right away, don't become discouraged. It doesn't mean you are no good. There are far too many variables that go into each individual job search to explain in any one letter. For every one person hired, there were 49 to 199 people who didn't get the job.

Also, don't be afraid to look into jobs behind the scenes in a newsroom. While I would receive up to 200 applications for an on-air job, I would be lucky to get 5 applicants for an entry level producing jobs. Producers have far more control of content, and can move a lot further much faster than on-air talent. You may be surprised, but some of those behind the scenes jobs may be even more interesting than being a reporter.

Shawn Harkness
Assistant News Director
Ohio News Network
770 Twin Rivers Dr.
Columbus, OH 43215
(614) 280-3614
(fax) 280-3615
www.ONNnews.com

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Date Sent: Monday, April 01, 2002 2:55 PM

From: Eric Huseby <kvianewsdirector@yahoo.com> — Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

Hi Jonathan, Happy to help.

Eric Huseby
KVIA-TV
4140 Rio Bravo
El Paso, TX 79902
(915) 496-7777
kvianewsdirector@yahoo.com

> 1. What tape format do you prefer (VHS, BETA, etc.)? Why?

VHS. It gives me more options. I can screen tapes at home or virtually anywhere. Many stations have broadcast-quality format (Beta, DVC, etc.) decks only in public places, and it's generally best to screen tapes privately. But you should read all ads carefully, and deliver a tape in whatever format is requested by that particular employer.

>
> 2. What role does video quality play in your
> decision?

It's a factor. Much more of a factor if we're talking about a photography or editing position. Bad video is not necessarily a fatal flaw for a reporter or producer, but it's pretty much a big red flag that tells me you aren't used to working in a thoroughly professional environment. On the other hand, exceptional video quality can't hurt, even if you didn't shoot it. It can really help if you show that you're expert at writing to strong vid.

>
> 3. What should NOT be on a resume tape?
> Anything that's not a strong example of your very best work. I view a tape as the best five to seven minutes of an applicant's career. Everything should reinforce that thought. Some rookies will include the only example they have of a live shot, or an anchor gig

example they have of a live shot, or an anchor gig, just to show they can do it. DON'T! If you're not up to speeed in one category or another, don't put it on tape. You'll stand a better chance of convincing me in an interview that you'll be able to learn and grow in a weak area if you don't prejudice me by showing a bad example.

> 4. How should a resume tape be organized?
> (ex. montage, 3 packages, anchor, slate)
> For reporter positions: Slate, quick montage, 3 dissimilar stories including a good liveshot or two if you have them, and an anchor segment IF the job involves anchoring. Leave the anchoring to the montage if it's a straight reporting job. The more important the anchoring is to the job, the more prominent it should be on the tape.

> 5. How long do you usually view a resume tape?

As long as I think you're a realistic candidate for the job. I have ejected tapes upon seeing the first frame of video. I have watched a thirty minute tape straight through. And everything in between. I bail out as soon as I know you're not right for the job.

> 6. What qualities tend to attract you to an
> applicant?
> Strong writing, the ability to enterprise unique stories, and on-camera confidence.

> 7. What is one (or two) of the most common resume
> tape problems you see?
> Way too much emphasis is placed on presentation and delivery skills, while not nearly enough thought is given to showing that you'll be able to generate interesting stories day in and day out. The vast majority of resume tapes are filled with spot news and stories that come straight from news releases off the fax machine. The vast majority of reporter applicants do not include stories they've enterprised from the ground up ... nothing to show they understand that story development is one of the most important parts of the job. If you include a genuine investigation on your tape, you go to the front of the line, but virtually no one does. Most tapes are filled with stories that could have appeared in almost any market around the country. Show me something unique that got on the air solely because you put some thought into it.

> 8. Comments?
> It's painfully easy to lose people right at the montage. These should be short and sweet, and demonstrate your range. No more than 30 seconds, with bits and pieces from maybe 7 standups, liveshots and anchor segments. NOT whole standups. Some of the best montages don't even contain a single complete

best montages don't even contain a single complete sentence. The object here is the same as writing a lead: Get people to care about seeing the rest. Show your ability to walk and talk, to illustrate and demonstrate. Let's see as many looks as you have. From buttoned-down business attire to something in a rugged outdoor setting and anything else in between. Showcase different types of stories too: Spot news, features, investigations, whatever you have that demonstrates range. Definitely include at least a couple eye-popping standups. Ride a jet ski or a horse or a skateboard. Climb a mountain, jump out of a plane, do SOMETHING to stand out from the crowd, because there are a zillion other applicants for every job.

> Depending on the number and quality of the responses
> to this e-mail, my
> research may be published. If you know of any
> additional sources related to
> this topic, please include them in your reply! Thank
> you for you time and
> cooperation!
>
>
> Sincerely,
> Jonathan J. Lloyd
>
> Jonathan Lloyd (imaiminghigh@hotmail.com)
> <http://web.utk.edu/~jlloyd3>
> University of TN,Knoxville
>

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WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, April 04, 2002 5:33 PM

From: Lisa Contreras <LContreras@KVOA.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Friday, March 15, 2002 6:33 AM
To: Lisa Contreras
Subject: RTNDA Student Request

Dear Ms. Contreras,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? Why?
vhs
2. What role does video quality play in your decision?
not a large percentage, but if its so bad its tough to watch, then it plays a large role. 3. What should NOT be on a resume tape?
i don't like students who send 8X10 photos along with their resumes. I think it says too much about how interested they think I should be in their looks.
4. How should a resume tape be organized?
(ex. montage, 3 packages, anchor, slate)
slate, live montage, 2 hard news packages, and anchoring at the end.

5. How long do you usually view a resume tape?
5 minutes
6. What qualities tend to attract you to an applicant?
strong live presence, easy to follow stories, personlizing news with real people, varied experience on the assignment desk or as a producer, interest or past experience in this DMA.
7. What is one (or two) of the most common resume tape problems you see?

bland live shots, poor writing.
8. Comments?

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville


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WebMail - RE: RTNDA Student Request

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Date Sent: Thursday, April 04, 2002 6:09 PM

From: "Hendrix, Phil" <Phil.Hendrix@abc.com> Add to Address Book

To: jlloyd3

Subject: RE: RTNDA Student Request

Status: ☐ Urgent ☐ New

-----Original Message-----
From: jlloyd3 [jlloyd3@utk.edu]
Sent: Saturday, March 30, 2002 11:02 AM
To: Hendrix, Phil
Subject: RTNDA Student Request

Dear Mr. Hendrix,

My name is Jonathan Lloyd. I am a senior in Broadcast Journalism at the University of Tennessee, Knoxville. I am conducting a survey of television station news directors/ those in positions to hire on-air talent.

This survey is part of a Senior Honors Project aimed at researching how to put
together a successful resume tape. It would be extremely helpful to me if you
could take 5-10 minutes to complete this survey and return it as a reply to this e-mail.

1. What tape format do you prefer (VHS, BETA, etc.)? VHS appears to be the standard now. Primarily because there are so many different formats being used by television stations. VHS is pretty universal, the quality isn't very good, but everyone has a VCR.

2. What role does video quality play in your decision? I think News Directors are smart enough to look past poor video quality if a story is good. Now, there is a limit. If the quality is too bad, video drop out, no tracking, inaudible sound, then your tape will be thrown out pretty fast. The News Director doesn't want to have to work to look at your tape, he's got plenty of other tapes stacked up on his desk.

3. What should NOT be on a resume tape? Anything that isn't your best work. Your tape should represent the absolute best you have to offer. This is your one opportunity to get the attention of a future employer. Remember, they have dozens of tapes to look at so put your best foot forward.

4. How should a resume tape be organized? There is no one way to put a tape together. Typically reporters will put a montage of stand-ups at the

front of the tape. This gives the News Director an idea of what you look like and sound like. Then you can add four or five of your best stories. Now, keep in mind, the person looking at your tape may watch anywhere from 30 seconds to all five stories. Again, you need to put the best stories first. You will want to tailor your tape to fit the job you are trying to get(general assignment, health, investigative, consumer etc.)

5. How long do you usually view a resume tape? Again, it depends on how much I like the tape. If I'm intrigued by the montage then I'll look at the first story. If I like the first story then I'll look at the next two or three. It also depends on what we are looking for.

6. What qualities tend to attract you to an applicant? Someone who is comfortable in front of the camera, live and on tape. Someone who understands how to tell a story. Someone who is able to enterprise stories and doesn't wait for the assignment desk to hand it to them.

7. What is one (or two) of the most common resume tape problems you see? As I mentioned earlier, bad tapes don't last long. VHS is pretty sensitive and doesn't hold up to multiple dubs. So, be sure to use a good master(beta, super VHS, or whatever professional quality tape you station uses). Before you ever send a tape, pop it in in your own VCR to be sure the tape is good. Also, especially if you are sending tapes to several different News Directors at the same time, be sure to check and double check everything you do. Check spelling, labels and DO NOT GET THE NEWS DIRECTOR'S NAME WRONG!

8. Comments? Remember, you are not going to get rich in this business. At least not for the first few years. There will be plenty of years working in small markets making next to nothing. So you've got to love it. Good luck!

Depending on the number and quality of the responses to this e-mail, my research may be published. If you know of any additional sources related to this topic, please include them in your reply! Thank you for you time and cooperation!

Sincerely,
Jonathan J. Lloyd

Jonathan Lloyd (imaiminghigh@hotmail.com)
<http://web.utk.edu/~jlloyd3>
University of TN,Knoxville


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