

SKILLS FRAMEWORK FOR MEDIA				
SKILLS MAP - SENIOR ANCHOR/SENIOR PRESENTER/ANCHOR/PRESENTER - NEWS				
Sector	Media			
Sub-sector	TV and Broadcast			
Track	Content Production and Management			
Sub-track	News Reporting and Production			
Occupation	Television Presenter			
Job Role	Senior Anchor/Senior Presenter/Anchor/Presenter - News			
Job Role Description	<p>The Senior Anchor/Senior Presenter/Anchor/Presenter - News delivers news stories to the broadcasting station's audience and is the public face or voice of the programmes broadcasted on various platforms. He/She is involved in the collection of news materials and is required to conduct research on stories and interview people who have accurate information on news events. He is also involved in the development and writing of content and is responsible for reviewing and editing materials written by other news reporters to ensure that the content is tailored to the target audience. He is required to host or co-host programmes by providing live commentaries and doing live interviews to create content that links closely to the stories.</p> <p>He often works from a studio and may be expected to travel in order to present news from remote locations in the field related to a particular major news event. He follows a fixed working schedule, but may be required to work at odd hours, including weekends, to cover important events.</p> <p>He should be an effective communicator with an understanding of news editorial process. He should ideally have a background in journalism or mass communications and possesses an understanding of daily newscast content and media ethics. He ought to be able to improvise and ad-lib in a live on-camera setting and be able to work well with others across a variety of situations.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Produce news content	Key Tasks	
			Conduct research using various data collection methods to obtain information on topics featured on programmes	
			Validate information to ensure accuracy of news content reported	
			Conduct interviews with people who can provide information for news stories	
			Develop scripts to suit story angles and own delivery styles	
			Analyse information to organise them into themes for reporting	
	Manage news operations	Review news content written by others to correct language and content errors		
		Review the final news content for accuracy, objectivity and timelines before broadcast		
		Review all news and/or current affairs stories to ensure adherence to editorial policies, rules and guidelines		
	Present news to audience	Manage post broadcast issues such as viewers' complaints and feedback		
		Understand production schedules and timelines by collaborating with production team		
		Rehearse script to deliver a smooth presentation		
		Follow script shown on autocue to present news in a live or recorded setting		
Present different perspectives on news stories by conducting live or recorded interviews with newsmakers, studio guests or persons related to news subject matter				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Legal and Compliance Management	Level 3	Communication	Advanced
	News Delivery and Presentation	Level 4	Interpersonal Skills	Advanced
	News Editing	Level 3	Sense Making	Advanced
	News Story Development	Level 3	Creative Thinking	Intermediate
	News Story Research	Level 3	Teamwork	Advanced
	Social Media Content Creation and Management	Level 3		
Programme Listing	For a list of Training Programmes available for the Media sector, please visit: www.skillsfuture.sg/skills-framework/Media			

The information contained in this document serves as a guide.