

## Overview

This Standard is about using and developing the voice as the key tool of audio and visual presenters.

It involves an understanding of how the human voice works, how to take care of it and how to use it effectively for audio and visual purposes.

This Standard applies to all those who present or report for radio, audio or television; including those in production roles who produce presenters or reporters, and who may be required to present or report themselves from time to time as a part of their role.

## Performance criteria

### *You must be able to:*

1. manage breath in spoken delivery so that breathing is at appropriate times and is unobtrusive and voice flows freely
2. adopt easy, balanced and safe posture for reading and speaking
3. adopt a tone of voice and style of delivery appropriate to the subject matter, programme format, time of day and target audience for the radio, audio or television presentation
4. articulate words with clarity and energy and varying pace, pitch, volume, power and mood while communicating the intention to listeners
5. read aloud at sight with assurance and clarity
6. adapt delivery to allow for the acoustic environment, type of broadcast and recording equipment being used
7. work within timings and other production requirements
8. make sure, when delivering to camera, that your body movement is not intrusive, and that your positioning to camera is as required

## Knowledge and understanding

*You need to know and understand:*

1. how to maintain easy, balanced and safe posture, and the benefits of doing so
2. the relationship between breathing and voice production
3. how to manage breath efficiently in spoken delivery for radio and audio presentations
4. how to develop vocal dexterity; such as controlling pace, pause, phrasing, intonation, tone and mood, to hold attention
5. the effects of different tones and styles of delivery, and their impact on listeners of radio and audio presentations
6. how to take care of the voice and keep it healthy; how to recognise the warning signs of problems or damage and how to manage them
7. the significance of vocal style and delivery in relation to the recording process and to microphones, acoustic environment and location
8. how to adapt the voice for different acoustic environments and the different types of broadcast and recording equipment in radio and audio
9. timings and other production requirements related to the specific broadcast
10. the impact on audience and appropriate use of body language and positioning when delivering to camera

Use and develop the voice for presenting and reporting

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**Suite** Journalism

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