

Anchor-Producer Leadership Quiz

Excellence In Journalism 2019
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You have three choices for each question – A, B or C

- **Every “A” is worth 10 points**
- **Every “B” is worth 5 points**
- **Every “C” is worth 0 points**

- 1. In our newsroom, the anchors and producers on each newscast:**
 - a. Consider themselves partners in producing great journalism.
 - b. Consider themselves co-workers.
 - c. Consider other careers.
- 2. When our anchors and producers have differences of opinion on the importance of a story:**
 - a. They work through their conflict with the best interests of the viewer in mind.
 - b. One or the other prevails, but there are bad feelings afterward.
 - c. To avoid conflict, they dump the problem on a manager.
- 3. In our shop, when the anchors have to be paged to the set:**
 - a. It's very rare, and likely because they're working on news stories or are too ill to move quickly.
 - b. It's more common than we'd like, but they apologize.
 - c. It's a way of life. Everybody else gets ticked off and feels nothing can be done.
- 4. At the assignment desk, when our stressed-out editor can't keep up with the phones, our anchors and producers:**
 - a. Help out by grabbing some calls.
 - b. Help out by yelling, “Hey, somebody answer the damn phones.”
 - c. Sorry, I can't hear you. I have earbuds in.
- 5. Our anchors and producers spend time coaching (not just correcting) other staffers on their work, in a way that leaves them feeling good about it:**
 - a. Often, including in the past week.
 - b. From time to time, including in the past month.
 - c. Never. They don't think it's their job. But they make sure people hear about it when they screw up.

6. **To what degree are our anchors and producers students of the news?**
 - a. They are news junkies, always immersed in journalism. They have a handle on what's happening in the world before they get to work.
 - b. They start briefing themselves when they get to work.
 - c. They keep up with the Kardashians.

7. **At our station, anchors and producers share this mindset:**
 - a. We serve the community on every possible platform.
 - b. We're broadcasters who dabble in digital, depending on the day.
 - c. If our numbers aren't good, blame the Creative Services department.

8. **In our newsroom, we are all committed to planning:**
 - a. For every newscast and every platform, even those that are somebody else's primary responsibility.
 - b. Coverage that occurs on our assigned shift.
 - c. Our time off and vacations. Hey, this is stressful work.

9. **Producers and anchors in our shop meet after newscasts:**
 - a. Every day without fail, and they focus as much on what went right as what went wrong.
 - b. Only when there are problems to talk about; that's why we call these meetings post-mortems.
 - c. Only when they can't avoid it and are looking for somebody to blame for something.

10. **When we have an ethical decision to make in our newsroom:**
 - a. We think about our values, seek out people with differing perspectives and consider a range of alternatives.
 - b. We automatically just ask the news director what he or she wants us to do.
 - c. We know things are going to get ugly.

TOTAL POINTS: _____

GRADING SCALE:

- 90-100: We lead the way!
- 80-90: We're better than okay.
- 70-80: We're just okay.
- 60-70: We have work to do.
- Below 60: We're loved by our competitors.

