

Proposal to add a rule to Radio Announcing

Submitted by Joe Meinecke - Muskego

Summary of Proposal

To add a rule that states the speaker must present the radio broadcast in one professional/newsreader voice and not permitting multiple voice reads.

Rationale For Change

The Radio category is starting to sound more and more like a goofy cartoon/acting category and not a professional “real world” training category. When one listens to talk/news radio in the real world, the presenter is not using multiple goofy voices. They present a fluid once voiced news update at the top of every hour. Not to mention that in my observation of students practicing at State, when students use other voices they come very close to being (or are) in violation of our existing rule “no new articles or items may be added except transition sentences, introductions and conclusions.”

When it comes to radio, we are doing a real disservice to the students as this category creates a false impression to them about real world radio broadcast. Turn on NPR, Satellite Radio, Talk Radio etc. and at the top of every hour you will hear a 5 minute newscast. The majority of the time it is a single voice (and if it is multiple voice it’s not the same person doing both). Sure the commercial could be a fully produced agency spot, but a lot of the time it is a live billboard read by the announcer...”This hour’s newscast being brought to you by Crest...” As I sat in the draw room listening to the State finalists warm up, the cheesy character voices they were doing were just acting...and not professional announcing. Not to mention a couple of questionable accents used by some of them that could be considered racist. Like the interp categories we have crossed the acting line. This isn’t cartoon voice over, it’s Radio News Announcing. I will say that should a student want to get an early foot in the door at a radio station (other than wacky top 40 - which went the way of the 80s) and demonstrate what they’ve done in forensics with multiple voices, they would be laughed out the door.

Proposal Details

Add a 6th Rule that reads: Speaker must present the radio broadcast in one professional/newsreader voice. Multiple voices not permitted.

AND strike the following:

~~which the student may use as written or make changes to further enhance the product or service.~~

Change to:

which the student must use as written.

Discuss