THE MAKING OF A-ONE-MAN-RIOT SQARD: 
ROLE OF ANCHOR – PERSON IN RADIO AND TELEVISION PRESENTATIONS

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Abstract
The paper takes a clinical views of the domineering role of Anchor – Persons in Radio and Television Presentations with a view of highlighting templates of best practice or models for up and coming Anchor-persons in Radio and Television. My top Israel painted a glaring picture of one-man-riot-squad in my brain. It was in Tel Aviv, on disembarking from the plane in Airport. Driving from there to other parts of Israel I saw some young security men and women – well – killed to do an emergency job on terrorist that threaten the lives of innocent citizens. I compared their killing with military wares and arsenals with that of soldier in my own country and noticed a mark of great difference. Then the common proverb in my tradition came to the mind – small ant that threatens the giant. Small Israel that cannot be intimidated by surrounding enemy neighbours. Coming home, I look at the profession I have spent the great part of my life in – the broadcasting profession. It is aal that there is no programme genre that does not use presenters. Here I want to see presenters as Anchor-Persons.

What is Anchor?
When we look at etymology of words Ne can come to proper knowledge of such word for proper marshaling of such words to achieve a particular end.
Oxford Thesaurus of English (2009), third Edition sees Anchor as:
1. Mainskey. 
2. Corner stone. 
4. Chief support. 
5. Main sure of stability. 
7. Foundation. 
8. Drop. 
9. Linchpin. 
10. Presenter. 
15. Etc.
Just as an anchor ties up, propels the ships stability to one spot, or hooks up a ship to a particular position, the Anchor – Person in broadcasting media or Radio and Television does same to all genres of programmes for the listeners (Radio) and viewers (Television) to properly understand the essence of such programme in terms of message communication.
All programmes on Radio and Television are essential to do four things:
1. Educate. 
2. Inform. 
3. Entertain. 
4. And promote the culture of the digin of the programme.
The Anchor – Person is the catalyst or the actualizer of the unique objectives through proper delivery rendition and littering of the message off – the – page for easier and proper comprehension.
Any work of creative arts in Radio and Television after proper research must be scraped, but no matter how good the script is, no script can deliver itself. All scripts need Anchor – Persons for properly delivery of the contents. That is why, how and where the Anchor – Person is significant. The Anchor – Person can be
described as the string that tie all the contents of a particular programme together for the listeners (Radio) and viewers (Television) to properly understand or comprehend.

In industrial terms, we can see the Anchor – Person as the production chain or chamber that delivers the finished products to the consumer. What are the products in the electronic media to be delivered?

Again, Oxford Thesaurus English comes handy. It sees programme as:

1. Events.
2. Shows.
3. Presentations.
5. Telecast.
7. Documentary.
8. Play.
9. Comedy.
10. Film.
11. Docudrama.
13. Chart show.
15. Phone-in
16. Etc.

That are relevant to this paper. And in all these, Anchor-Persons are significant as the play very important role in the moral actualization of those programme genres.

From the opening of Radio and television transmission to close down or a total transmission segment of full 24 hours in a day, 7 days in a week, twelve months in a year and 365 days a year, the Anchor-person is always and ever in duty delivery the lines to the millions of teeming audience that cut across tribes, races and religion in our globalized village/world. This call is for a deeper understanding and study of these very important character in electronic broadcasting. The question is what are the unique selling proposition of this viral professional in broadcasting? This include randomly the voice, the body, verbal capacities, dress sense, elocution capacity, stress drivers, vocal quality, rendition quality, diction quality, just to mention but a few.

It is the inherent qualities above that makes the Anchor-Person an ideal salesman for the presentation of the manufactured broadcast produced to its numerous clients or consumer (Shaibu 2005). But then, we have the making of an Anchor-Person.

In Nigeria for an example the Anchor-Person must know the difference between “received pronunciation” and “sped English” presentation as embodied in BBC (British Broadcasting Corporation). He/she must overcome provincial accents and geographical geopolitical perculiantus in presentations as earlier highlighted by Shaibu

We need a best-practice role-model to drive our points home in effective anchoring. One that comes to mind so easily is Cable Network News (CNN)s Larry King, award winning host of CNN’s “Larry King live” who according to Larry King and Bill Gilber (1994)

has talked with everyone from Mickhail Gorbacher to Marlon Brando.

The secrets of Larry King’s success and good communication as an Anchor-Person are in:

1. Communicating confidently.
2. Communicating effectively.
3. Communicating to everyone flawlessly.
5. Communicating everywhere and anywhere confidently.
6. Communicating to all smartly.
7. Communicating as a master of communication.
8. Communicating successfully.
9. Communicating always as an ever-prepared Anchor-Person.
10. Communicating as ardent listeners to the other person.
11. Communicating with a high sense of humour.
12. Communicating with accurate and helpful information.
13. Communicating with skill and dexterity.
14. Communicating by being a good hour and day.
15. Communicating by talking for a living.
16. Communicating by not saying the wrong thing at the wrong time or right time.
17. Communicating with the right attitude and altitude.
18. Communicating rightly with proper utilization of the right vocabulary in the researched estimate of about eighteen thousand words per day per person.
19. Communicating by blending natural talent with learnt skills.
20. Communicating via continuous rehearsal, practice and aging of role models.
21. Communicating without microphone or audience fright.
22. Communicating while working hard on known areas of communicating weakness.
23. Communicating while running through the mill of communication challenges from weather Reports, to News, to Public Speaking, to mc'ing, to Reporting, etc.
24. Communicating while learning new things or methods in books, videos, internet etc.
25. Communicating and improving on communication through mirror exercises, breathing exercises, talking to yourself, recording and playing back to see areas of communication flaws that need improvement or working on.
26. Communicating by learning to listen to those you are communicating with and loving what they love.
27. Communicating by going for the right openers (area that the person you are communicating with has high interest) when you get the story or “wooden” person talking about areas of his interest he/she opens up without stiffness or shyness.
28. Communicating well by proper prior planning.
29. Communicating properly by reading the body language of listeners to know whether they are still interested in your talk or not.
30. Communicating by maximumly utilizing the power of eye contacts.
31. Communicating properly by being sensitive to cultural taboos of your audience through proper development of cultural/emotional intelligence.
32. Communicating well by staying informed in knowing something about everything and everything about something.
33. Communicating by being on (or connected with) the same wave length or frequency with the person you are communicating with.
34. Communicating by keeping it not necessarily too short but simple, comprehensible and interesting for the person you are talking to, to be interested in order to contribute his/her own quota.
35. Communicating by knowing the mood of thermunuel and keying into that mood in order to carry everybody along especially during funerals, wakes, parties, weddings, graduations, occasions, awards etc.
36. Communicating well using the right techniques without being intimidated by celebrities or being unnecessarily patronizing or talking down on non-celebrities.
37. Communicating well by being at breast with 8 things good communicators have in common
   1. Looking at things from a new angle.
   2. Having broad horizon.
   3. Being enthusiastic and passionate about what they are doing with their lives and taking interest in what you are saying to them.
   4. By not talking about themselves all the time.
   5. By being curious and over-wanting to know about what you are telling them.
   6. By emphasizing and putting themselves in your place in order to relate to what you are saying.
   7. By having a sense of humour.
   8. By developing your own style of talking.
38. Communicating using the right words - i.e. the right register or vocabulary of the given profession – e.g. if you are use this language of lawyers, if you are discussing medicine use the language of doctors. Ditto for quotation, acting, computer/ICT, etc.
39. Communicating by consciously avoiding “nothing words” and unnecessary repextions or cliches such as:
   1. You know?
   2. I think you understand?
3. Right?
4. I mean ….
5. It’s like…..
6. It’s like he is around.
7. Em – eh.

40. Communicating when mixing tenses and knowing the differences between Nouns, Verbs, Adverbs, Adjectives etc.
41. Communicating by being conversant with latest trends in language construction as well as new slogans, jokes, chanting terminologies, riddles etc.
42. Communication at its best distinguishes when to use technical terms and when to use layman’s terms.
43. Communicating better by asking question in line with the saying that “he who ask questions does not derail.
44. Communicating effectively is rooted in preparation, preparation, preparation!
45. The greatest antidote to effective communication is the Boys’ Scout Motto: be prepared!... always, at all times and you will impact on your audience.
46. Communication by scanning or looking at the audience with packed moments to grab their attention at all times.
47. Communicate by talking to the members of the audience……not talk order them. This is for them to listen and not being tranquilized to sleep or yawn respectively.
48. Communicate by knowing your audience and their value for kiss/brevity for total maximization of time. One veteran Washington speech miter thunders:
   Make sure you remember who your audience is,
   What its interests are, and what it wants to hear from you.
49. Communicate with a very high dress sense…. Dressing your voice and your body because it how you dress that you will be addressed (or appreciated by your audience).

In conclusion and in line with Larry King (1994) the information super.
   Highway is here.
   already here……..
   what we are doing now is adding more lanes.
   We already have papers, fax machine, cellular
   Telephones, video cassette recorders, answering
   machines and voice mail, palmtop, computers
   and electronic bulletin boards. The next ten years
   will bring more communication devices.

An the Anchor – Person that must be relevant must key into the proper utilization of these ICT/Computer super – highway devices ……..or perish!
In the researches Anchor – Person Preferences Rating Research that was conducted among 250 students of Bingham University 2016 for the compose of the paper.
50 Anchor-Persons compiled to all the composition used.
25 Nigerian Anchor-Persons.
25 International Anchor-Person for our student to rate/grade them = The result was woeful.
With diverse claims of radio and television shows – most of the students do not know most Nigerian Anchor-Persons on radio and television. They are more at home with foreign Anchor-Persons……just they are more at home or familiar with Arsenal and Man – U Players! The winners then is where are the empirical basis of Nigerian media popularity claims? Where are the basis for our high slogans to be listened to and viewed by millions of Nigerians. We are challenged to conduct more research in these areas! The one – man – riot squad however will work most in all cultures and dimes if we embrace the best of these best practices models.
REFERENCES

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