News
We live in a complex society and need information to make personal, political, economic decisions.

News = “What new?” Politics, crime ... also weather, sports, entertainment.

Most Americans get their national news from TV (61%; 2011).

41% online, 31% newspapers, 16% radio; online growing fast.

A 2010 study says 78% watch local TV news. No. 1 reason for watching? Weather.

Many people who get news online will use local TV/radio websites.

http://www.wfaa.com/
“Big Three” networks – NBC, CBS and ABC – dominated national radio and TV news well into the ’80s.
More on the early history of broadcast news later.
Many other sources of electronic news today.
Public Broadcasting System (PBS) began 1969; National Public Radio (NPR) began in 1971; not dependent on ratings, advertising; more in-depth, avoid sensationalism.

PBS News Hour

CNN launched in 1980; beginning of the "24-hour news cycle;" Later, CNN Headline News, Fox News, MSNBC.

24-hour news - clip 1
24-hour news - clip 2

On cable news, viewers should be careful to distinguish between objective news programs and opinion programs (O'Reilly Factor, Rachel Maddow).

O'Reilly Factor – subprime mortgages

All-sports news (ESPN News); All-business news (CNBC, Fox Business); All-weather (The Weather Channel); All-entertainment (E!).
"Mock news" -- John Stewart (Daily Show), Stephen Colbert (Colbert Report). Many young people get their "news" from these programs, but news delivered to get a laugh may not be fairly reported.

Likewise, some may get their “news” from mainstream late-night talk shows such as “The Tonight Show with Jay Leno.”
Jobs in TV news
Many TV personalities start in TV news:
Oprah - local TV news
David Letterman - start at 3:30

News director -- man or woman in charge.
Assignment editors -- decide who covers what.
Producers -- "make the trains run on time," pull the pieces together. Writing, timing, graphics.

Field reporters -- conduct interviews, write "packages" and "VO-SOTS." Rewrite stories for website. Blog and Tweet.

How local TV news is made
KLTV 7 Tyler Facebook
Videographers -- shoot and edit video.

TV news videography

“One-man band" -- increasingly one person may report, shoot and edit a story.

Promo producers – produce promos for the 6 and 10 pm news.

WFAA promo

Studio technicians -- fewer and fewer as studio becomes automated.

Anchors -- the "face" of the station.
Historical figures & events in broadcast news


"Good Night and Good Luck" - George Clooney
Murrow - "See It Now"

Prior to the JFK assassination, most Americans relied on newspapers for news.

Television news came of age in 1963; Network evening newscasts went to 30 minutes; continuous coverage of JFK assassination.

Cronkite announces president's death (after start, move to 4:30)
Cronkite-JFK (Osgood summary w/ ATWT)
WFAA (Channel 8) bulletin

Television news gained further stature during the MLK assassination, moon landings, Vietnam War, civil rights movement, Watergate scandal.

CBS - Martin Luther King
Cronkite - "Report from Vietnam"
Cronkite - moon landing