



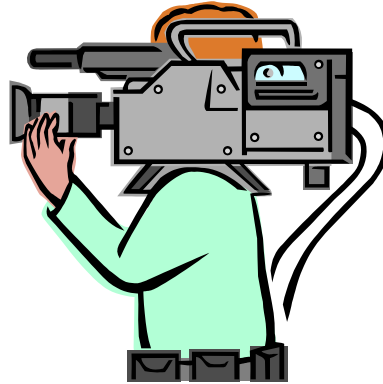
THE TELEVISION NEWSROOM

Chapter 2

“Television News: A Handbook for
Reporting, Shooting, Editing &
Producing”

KEY PLAYERS IN THE NEWSROOM

- ◉ News Director
- ◉ Producers
- ◉ Assignment Editor
- ◉ Videographers
- ◉ Video Editors
- ◉ Anchors
- ◉ Reporters
- ◉ Video Journalists (aka VJs/solo/backpack journalists)
- ◉ Website Content Coordinators



(See key players goals/skills summary p. 38-41 and VJ job posting, p. 36)

CONTEMPORARY NEWSROOM ISSUES

- ◉ Economic Recession- the protracted economic downturn that began in 2008 hit broadcast stations and newsrooms hard, as it did most businesses- decline in advertising revenue caused many layoffs, furloughs and salary reductions. Many vacated positions were not filled. People were (and are) asked to do more with less
- ◉ Increased Competition and Consumer Options- today people have many more sources for news and information so traditional broadcast newsroom professionals must work harder to maintain their audiences (which have shrunk) and relevance
- ◉ Multimedia Skills Mandatory- today's broadcast and print journalists need to be willing and able to share content across multiple platforms (online, Facebook, Twitter, news alerts) and be able to deal with continuous updating and deadlines