

# TV NEWS & NEWSCASTS



# TV NEWS STILL NO. 1 AT HOME

- Recent research finds that, as has long been the case, television (and cable) is the top way people consume news at home
- People still rely heavily on TV news, even with all of the other ways to get news and information
- In times of crisis-local, national, international-television news is especially relied upon by the public
- Look at Pew Research key findings in above link

# BROADCASTING JOB OUTLOOK

- ◉ Generally, the outlook is positive overall in journalism, with job growth of 10 percent expected from 2010-2020, according to some sources such as the U.S. Bureau of Labor Statistics
- ◉ TV newsroom hiring has been up in recent years
- ◉ Young people coming into broadcasting (and media in general) need to have more diverse talents than previous generations, i.e. social and multimedia skills and savvy

# PRODUCING NEWSCASTS

- Newscasts continue to be essential radio and TV news products
- They can be presented in many ways:
  - Traditional, serious on-the-set reports
  - Or more informal presentations such as on [cisternyard.com](http://cisternyard.com)
- No matter the format, a newscast must be carefully planned, a process that normally involves preparing a lineup or rundown of the newscasts' stories and the order they appear
  - [Two minute newscast lineup](#)
  - Show 30 minute newscast lineups (doc projector)



# DECIDING WHAT'S "NEWS NOW"

- Producers, anchors and others involved in organizing newscasts think about traditional news values- what makes news news!
  - Timeliness, proximity, prominence, impact, controversy, conflict, uniqueness, human interest, etc.
  - A big emphasis in newscasts is what is the biggest story right NOW. Breaking or developing news stories help fulfill a strength of broadcasting to give us the latest, the newest, to tell us what is going on now that is of importance
  - In choosing a lead story, the first story or stories of a given newscast, be receptive to breaking news- don't be afraid to discard a carefully planned lineup when a big new story emerges
  - It might be a disaster, a crisis, a major accident, death, a just-in jury verdict or ruling by a court, or a major vote by a legislative body, city council or school board

# WHERE TO FIND NEWS?



- Everywhere!  
Journalists, broadcast and otherwise, have a nose for news and always have their antennas active because news stories can be found anywhere and everywhere
- Observation
- Listening
- Printed Materials
- Online- websites, emails, Twitter, Facebook
- Public Events
- News Conferences
- News Releases
- Public Records (CAR-  
computer-assisted reporting)
- Tips
- Sources

# GATHER STORIES THEN ORGANIZE

- There are several strategies in organizing newscasts
  - Importance- arrange the top stories by deciding which are most important and impactful to your viewing public- think financial impact (costs, taxes, gas fees, etc), number of people impacted (by a new law or ordinance, for example), and/or controversy (stories that will stir debate and emotions)
  - Topic- stories in a lineup can be grouped by subject matter: crime, school news, government actions, etc.
  - Geography- stories can be paired by common location- “Also in Summerville today...”
  - Chronology- Often the late news will lead with stories that happened tonight, since the 6 p.m. newscast

# “SOFTER” STORIES GO LATER

- Your newscast should not just be an events calendar and listing of upcoming events
- And it should not be a newscast of entertainment and celebrity “news”
- If such stories are important enough, and if there is room amid the more important and pressing “hard” news of the day and hour, then have these “lighter” stories later in the ‘cast
- But there are instances when such stories may be your lead
- Example in a 6 p.m. newscast: “Topping our news at this hour...a controversial pro-life activist is taking the stage right now at Physicians Auditorium...”



# TIMING IS EVERYTHING...

- ◉ Newscasts must be carefully timed so that as many stories can be reported as possible
- ◉ Considerations are also made to the ways stories are reported: reporter packages, live shots, VOs and VO/SOTS, readers
- ◉ It is desirable to have a high story count and a variety of anchor and reporter “face time”
- ◉ Various types of reports (listed above) must be precisely timed (TRT) so that things run on schedule- commercials run when they are supposed to, weather and sports have their several minutes, the newscasts ends on time

# DURING THE NEWSCAST...

- ⦿ Anchors, producers and directors must be flexible and agile enough to deal with sudden changes- “this just in” news, live shot signal malfunctions, technical snafus, the newscast running long or short...and be calm enough to make adjustments on the fly
- ⦿ Anchors and producers speak during newscasts via IFB devices, during commercial breaks and during the broadcast itself
- ⦿ There may also be communication on the studio floor via hand signals to indicate time information as far as where the newscast is at that moment.