I. Television news: corporate owned advertising sponsored news

A. function: profit

1. audience

a. increase

b. “quality”

2. expansion

a. global

b. venues

3. cost cutting

a. fire reporters

b. close bureaus and fire support staff

c. no investigative reports

d. shorter stories

e. talking heads with guests

B. Dependence

1. national news services: AP, NYTimes, LATimes

2. VNRs: Video News Releases (PR Firms)

3. GNRs: Government news releases

4. Press briefings and conferences

5. Media “events”

6. Guest “Experts” (Third Person

1. Pentagon Experts
2. PR: Dial an expert
3. Think tanks
4. NPR: National Public Radio

7. new norm: “Balance”

F. Result:

1. TV News as entertainment, or a “wrapper” for the advertiser

2. TV News as propaganda

3. Mass distraction and stupification

II. TV News as entertainment: infotainment

A. Hype: teasers throughout the day

B. “Branding”

C. Team

D. Format

1. hook

2. stories (5/6 min/15 to 60 seconds)

3. bumper

4. pod

5. repeat

D. Total news time

1. local: 10 minutes

2. national: 15 minutes

E. Culture of Fear: “If it bleeds it leads”

1. violent crime

2. natural disasters

3. celebrities

4. terrorist threats

5. disease

F. Example: 2008 campaign coverage

1. The “horse race”

a. polls

i. hundreds

ii. CNN, Gallup, Maris, USA Today,

Newseek

b. who?

i. gender/class specific polls: “white women” “working class white males with high school education”

ii. types of voters: “for sure” “enthusiastic”

iii. Palin vs Biden for Pres

iv. independents

v. age group

c. conclusions and projections

i. red states/ blue states (Obama making inroads in some red states, McCain needs to shift limited resources.)

ii. electoral votes (if then)

2. candidate strategies

1. Republican attacks

i. inexperience, arrogant, elitist, his minister, celebrity

ii. intelligent, Muslim, paling around with terrorists

b. Democratic attacks

i. Bush 3, economy, “straight talk express,”

ii. how many houses? how dumb is Palin?

c. how successful are the strategies (“see polls”)

3. conventions: television spectaculars

4. campaign trail

a. photo ops

i. Palin and son in military

ii. Obama’s “world tour”

iii. post-election: Palin and turkeys

b. fake town hall meetings

c. interviews

d. appearances on late night shows

e. commercials and effectiveness