



NEWS FELLOW: INSERT VIDEO ABOVE, SET TO START ON CLICK, **NOT** AUTOMATICALLY.

**ANIMATION: THE RED AND YELLOW FLAGS WAVE AUTOMATICALLY, THEN STOP**

(Lecturer: This slide works with the video or without. If using video, stop at 00:41, where he gives the promo.)

In auto-racing, the marshal waves a red flag when there's a disaster. Drivers must stop to avoid a wreck. A yellow flag means drivers can proceed, but with caution.

We're fortunate this week to have an excellent example of the importance of V.I.A. (EMPHASIZE THAT "Via" = VIA) in deciding what you can conclude from a news report. By paying attention to those three simple characteristics of reliable news reporting, you can be your own marshal, deciding if the story is safe, requires caution, or is a disaster.

If you were watching the CBS News on Oct. 27, you heard Anchor Scott Pelley promote a 60 Minutes report that claimed to have the first eye-witness account of what happened during the 2012 attack on the U.S. consulate in Benghazi, Libya, in which Ambassador Chris Stevens was killed.

60 Minutes is widely considered the highest-quality TV news show on the air. It has a reputation for courage AND for scrupulous reporting. So it was a big deal when people started challenging the truthfulness of the key source in this story, who called himself Morgan Jones.

To be plain: there were no red flags you could have spotted to warn you the story had weak sourcing.

But there were yellow flags. Let's review how focusing on V.I.A. would have helped you to conclude, that you should be cautious

about this information.



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(Lecturer: This slide works with the video or without.)

At the outset, reporter Lara Logan notes this story emerges from the center of a political scrum. The facts are contested and efforts are being made to muddy the issue, or to use it as a political club by members of Congress and other partisans.

That's the first yellow flag. Caution: this Benghazi situation is being argued over from

the left and right. Verification will be hard.



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The prime source for this story, the security guard who witnessed the attack, cannot verify that he was there. No one saw him. No one heard him. Plus, he is using an assumed name, so he can't be held accountable if he is lying.

That's your second yellow flag. Certainly CBS checks its sources carefully, but his claims of what happened cannot be corroborated. You've got verification and accountability issues.



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Late in the story, we learn that the unnamed, uncorroborated source, Morgan Jones, is peddling a book, which means his self-interest may powerfully motivate him to juice up his story.

That's your third yellow flag. Now you've got independence issues.

Worse yet, it turns out Jones' book is being published by Simon & Schuster, a company owned by CBS. So, 60 Minutes has a direct stake in promoting Jones' account.

# News Literacy Lessons Via Today's News



60 Minutes 11/10/13 - Lara Logan issues a correction on a story 60 Minutes broadcast on Oct. 27 about t(1).mp4

60 Minutes 11/10/13 - Lara Logan issues a correction on a story 60 Minutes broadcast on Oct. 27 about t(1).mp4

*"On Thursday night, when we discovered the account he gave the FBI was different than what he told us, we realized we'd been misled and it was a mistake to include him in our report."*

-Reporter Lara Logan

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Worse yet, it turns out Jones' book is being published by Simon & Schuster, a company owned by CBS. So, 60 Minutes has a direct stake in promoting Jones' account.

The fundamental elements of the Benghazi story are not changed: that it was a skilled, pre-planned attack and that no help was sent. But the part of the story touted by CBS, an exclusive inside-the-operation source...is discredited.

One final element of VIA: CBS corrected its report and apologized, both on its morning show and on 60Minutes. It's that impulse to put the truth above ego that is the core of the A in VIA: a reliable news outlet takes responsibility for what it produces, even when that's painful.



## Deconstructing Video News



Slide on the screen while students enter

## Live TV News Can Be Dangerous



How can TV reporting be so sloppy?  
Surely they know about source analysis  
and evidence?

Well, for starters, a TV camera is a very  
unforgiving thing, particularly during a live  
report and as you recall from the Bus Aide  
story last month, the audience wants to  
know **RIGHT NOW**.

How many ways can live TV go wrong?  
Let's take a look.



Reporter dangers.wmv

NEWS FELLOW: Please video here  
Runs 2:19

# Types of TV News Reporting

- Breaking News



- Planned Major Events



- Taped Stories for Broadcasts



- Live Reporting



It rarely goes that wrong.

As you're analyzing TV, it may help to remember that TV news it all falls into 4 types

1. Breaking Stories (Bloomberg orders evacuation ahead of Storm Sandy landfall)
2. Planned Major Events (Political Party Conventions, Olympics, Macy's Parade)
3. Taped Stories (Michelle Miller's post-Sandy report from Breezy Point for CBS)
4. Live Reporting (Anderson Cooper in Gaza during shelling)



Losing audience is hard on your pride, if you're the producer of a news show, but it can also cost you your job.

TV audiences are measured by Nielsen, an independent company that tells TV executives and TV advertisers what gets watched and what doesn't.

So, you saw CNN President Jonathan Klein thrown under the bus last year when the Nielsen ratings for CNN news shows slid and did not improve.

Every newsroom leader balances the mission of journalism with the need for a paying audience.

But in TV, the ratings come every morning, not a couple of times per year.

AND BY THE WAY, THE SAME IS TRUE ONLINE,  
MAYBE EVEN MORE SO



Monday, April 16, 2007

In two separate attacks, approximately two hours apart, Seung-Hui Cho, an imbalanced student, killed 32 people and wounded 25 others before committing suicide. The deadliest peacetime shooting incident by a single gunman in US history, on or off a school campus.

Virginia tech graduate student Jamal Albarghouti captured video of the deadly shooting on his cell phone, which launches this story about the reaction, which in some places has been to encourage people to carry guns on campus.

Utah so far is the only state with a law allowing concealed weapons on state campuses, but at least 14 states introduced 35 bills that would allow students and faculty to carry concealed weapons on state colleges and universities or loosen restrictions on gun bans on campuses, according to the National Conference of State Legislatures.

Meanwhile, two states, Maryland and Washington, have introduced bills to prohibit guns on campuses. None of the bills has passed so far.

The effort to legalize guns on campuses comes on the heels of a ruling by the Oregon Court of Appeals in fall 2011 that repealed a university gun ban. In that case, the court overturned the university's ban on guns, saying the state university system did not have the authority to prevent students or faculty from carrying weapons on any of its seven universities if they were licensed to do so.

The Colorado Supreme Court is deciding on another case that would allow guns on university campuses.



Campusguns.wmv

NEWS FELLOW: Link Guns on Campus  
Video here  
Runs 1:42



Video news lives inside an entertainment medium and uses entertainment techniques

When “sound” comes in, add music from:

<http://www.youtube.com/watch?v=ZxxXNe-7wFU>



## **Types of Video News Outlets**

- **Broadcast News (local and national)**
- **Cable**
- **Online/Streaming**

## Broadcast Network News



- Big, national audience

- Rigid time-slots



- Market Bias: Ratings influence story choice

- Limited time limits story selection

- Aging viewership – median age of viewers is 60.

In Lecture 5, we talked about the mission vs. the market and how that determines what is news. Today, let's think about the size of that market, but get a little more savvy about it.

Broadcast TV News runs during Regularly Scheduled Broadcasts on set Times and Days. They have Limited air-time for a Wide Range of Stories, although they are using streaming video to augment that time-crunched newscast.

Age can be seen through those adult diaper ads

Local Stations are Network "Affiliates"



- Focus on local news, sports, weather
- Drivers: Proximity, Conflict, Human Interest
  - Fierce Competition
  - Great Economic Pressures
- Separate News Operations from Network
  - Market Bias: If it bleeds, it leads

Students in the New York metropolitan area can be forgiven if they don't understand the difference between Local news and Network news, which is produced in New York City for the whole nation. In general, news about your hometown is reported by a local tv station that has signed an agreement with one of the networks that allows that station to air the nightly network news, in addition to its local news report. That report is NOT produced by the same staff as the nightly news with Brian Williams, Scott Pelley or Diane Sawyer. Not even the same building. And in the rest of the country, not even in the same state. Local stations focus intensely on local news, sports, weather. There's Fierce Competition for local ad dollars, for local viewers and because they serve a small area, their mission is completely different. While the Network takes on big issues and big personalities, local news tends to emphasize crime while avoiding controversies that will irritate advertisers and viewers. Reliance on News Drivers "Proximity" and "Conflict" The networks own only a few local tv stations, called "O&O" Owned and Operated stations: NBC owns 10, CBS owns 14 and ABC owns 8.

# Local TV News



“If it Bleeds, It Leads”

## LOCAL STATIONS: IF IT BLEEDS IT LEADS

Because their budgets are small and because you, the viewer, are addicted to crime stories, the industry saying about local TV News is “If it Bleeds, it Leads,” a decision-making rubric that keeps a lot of serious issues out of the news.

According to a University of Southern California study of local TV (released on March 11) A composite half-hour of LA local TV news contains 8:25 of ads; 2:10 of teasers (“stay with us –there’s a story you won’t want to miss”); 3:36 of sports and weather; and 15:44 for everything else. So besides sports and weather, only about half of a half-hour of news is news.

Local news takes up 8:17; non-local news gets 7:27.



Here's where it gets tricky...

When cable came along, and then Web video, the nationwide audience of all age groups fell apart.

With more choices, viewers started to abandon the Big Three. News junkies fell in love with 'round the clock headline news on CNN and that spawned imitators and now you have a lot of different flavors of news.

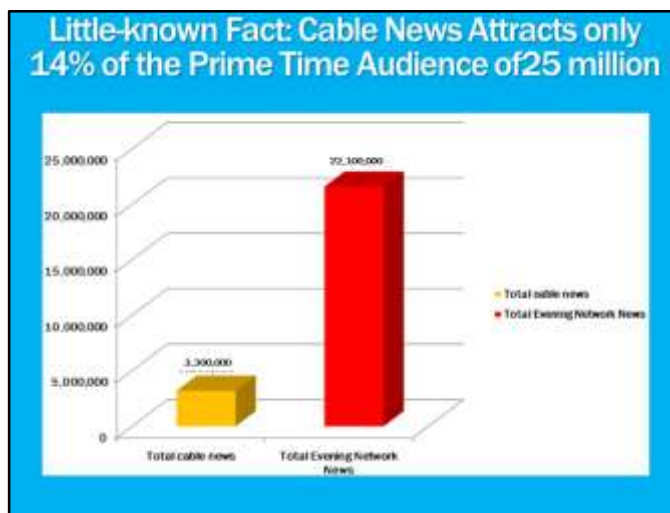
So, while having the biggest audience is a good thing, a TV Corporation also wants the right audience: Not necessarily everybody, just the people with money and interests that are lucrative to advertisers.

This is why the commercials are different during different news shows.

During morning news shows, the ads target women.

In the evening, the ads target older people.

That can also affect which stories get chosen, as each time-slot caters to its biggest audience.



It's important to take a moment here to remind ourselves that although the Big Three news networks: ABC, CBS and NBC have been steadily losing viewers for 30 years, cable news is still only a tiny fraction of the TV News audience.

On any given night, the Big Three networks draw 22.1 million viewers while the combined audience for cable news is about 3.3 million.

What makes cable attractive to advertisers?

A younger audience. Marketers know that the habits and brand loyalties you develop between the ages of 17 and 21 tend to be lifelong. So Young eyeballs are particularly important. Advertisers are pretty sure you're too dumb to ask why insurance shoppers should trust a talking gekko. They just want to stamp that brand in your brain: Geico. Also, cable news viewers watch twice as long as

network news viewers: 25 minutes as  
opposed to 12 on any given day.

## 24-Hour News Cable Networks

- Must fill enormous amount of airtime
- Positive: Covers stories requiring lots of time
- Positive: Always able to cover significant “breaking news”
- Negative: Often emphasizes the sensational over the significant
- Negative: Relies heavily on controversy and talk

Relative to Network News, cable news attracts a small audience, but recently has a disproportionate amount of influence and impact on the “news cycle.”

Cable has enormous amounts of airtime to fill.

### POSITIVE

- A. Provides coverage of stories requiring lots of time
- B. Capacity to cover significant “breaking news”

### NEGATIVE-

- A. Often emphasizes sensational over significant
- B. Reports “trivial” news: relies heavily on controversy and talk (which is inexpensive)





As you recall from Prof. Miller's continuation video last week, the TV news business is enormously competitive, ratings driven and now it, like newspaper and radio journalism, is being upended by web tv.

Viewers watch when they want, pick the stories they want and in the order they want. ASK: What power does that give you? (Content that gets your traffic gets rewarded. So, if you ignore reliable, all that gets out is junk.)

ASK: If you're driven by links and shout-outs, what stories might you be missing on TV news, whether you watch it on cable, online or on You Tube via your phone?

This is a little primer to get you started thinking about issues we tackle in next week's lecture about News on the Web.

But for this week, here are the overall lessons for TV deconstruction, which will be on the test in this week's recitation.



TOMOBloomberg.mp4

NEWS FELLOW INSERT VIDEO HERE

Insert this Tomo News story about Bloomberg employees who accuse their company of delaying or even cancelling reports about Chinese corruption that could cost Bloomberg its growing business in China. ([https://www.youtube.com/watch?v=FD\\_iFJMsMc0&feature=c4-overview&list=UUt-WqkTyKK1\\_70U4bb4k4lQ](https://www.youtube.com/watch?v=FD_iFJMsMc0&feature=c4-overview&list=UUt-WqkTyKK1_70U4bb4k4lQ))

Tomo News is a product of the Taiwanese based Next Media Animation. These stories “tackle breaking news, combining animation with video footage to help viewers visualize and quickly understand headline events as they unfold.”

We already have mentioned that TV news is dependent on having video footage. Tomo circumvents this requirement, producing their own animation to fill in the gaps.



Many web-based media outlets produce or collect news-like video content. Sometimes these sites provide quality reporting that passes VIA, but often you can find yourself in the entertainment or publicity neighborhood. Always make sure to ask yourself "What neighborhood am I in?"

## Advantages of TV News

- It makes you a witness to important events in real time
- It can be a powerful tool for verification
  - It makes news personal, relatable
- It creates a national/global experience

Reiterating last week's lessons:

TV makes you a witness to important events in real time

It can be a powerful tool for verification

It gives you personal storytelling: a strong connection to people in the news

It can create a shared national experience

(Think Man on the Moon, Newtown shooting, Marathon bombing)

## TV Verifies Powerfully



Seeing is Believing

Here's a painful example of how devastatingly vivid TV can be in documenting/verifying the truth.

-During the Democratic Presidential Primary campaign, Candidate Hillary Clinton said she had superior foreign policy wisdom because, for instance, she risked being shot during a visit to Bosnia as First Lady.

CBS rewound old tape to check it out.

Here's the reality check.



HillaryBosnia.wmv

NEWSFELLOW: NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

Runtime 2:12

That's evidence that is hard to argue with.

## Advantages of TV News

- It makes you a witness to important events in real time
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  - It makes news personal, relatable
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Reiterating last week's lessons:

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(Think Man on the Moon, Newtown shooting, Marathon bombing)

## TV Can Powerfully Connect Us to People in the News



We started the semester talking about the primal human need for information that alerts, diverts and connects us.

If a newsroom sets out to educate the public about autism, one facet of that may be to forge a powerful audience connection to an individual with autism.

Here's CBS News' Steve Hartman demonstrating how powerfully TV can connect us to someone we've never met.





Basketball.wmv

NEWSFELLOW: NEWS FELLOW: LINK (INSERT)  
VIDEO TO THIS SLIDE AND SELECT “START  
AUTOMATICALLY”

Runtime 2:54

## Disadvantages of TV News

- Airtime is limited, brevity rules, so context is often sacrificed
- Powerful personalities and emotions distract viewers from facts
- Important stories without good video get little or no air-time

It CAN BE limited by time

It may rely too heavily on personalities, emotions, opinions...not facts

It can shortchange complex stories or avoid them altogether.

## Deconstructing TV News



### A Hit and Run Accident

Let's look at a routine story.

A follow-up on a hit-and-run fatality, in which the reporter talks to the defendant and the victim's mother after a bail hearing.



Hit\_and\_Run.wmv

News Fellow: Link Hit-and-Run video here)  
Runs 1:47

## Video's Disadvantages



DECONSTRUCTING HIT & RUN

EVALUATE THESE SOURCES:

MRS. CASINO: Mother of victim

MR. MORALES: Suspect

To what extent does the emotion carried on this tape overwhelm your ability to analyze, intellectually, the information?

What is asserted? What is verified?

Is this report fair, balanced?

Students should notice he's only released on bail, not exonerated. Both Morales and Casino misunderstand a bail hearing and reporter doesn't fix that with context.



<http://www.hollywoodreporter.com/news/secret-world-behind-60-minutes-435629?page=show#>

This story from The Hollywood Reporter discusses how much it costs to produce an episode of 60 Minutes. Reports from war zones, for instance, can cost up to \$200,000. Each episode usually features three segments—that's a lot of coin to cover difficult stories in great depth. More than 12.7 million weekly viewers make that possible.

## Rules for the TV News Consumer

# Look For the Winners

- Clearly seeks out multiple named sources in a controversy
- Uses production techniques to enhance understanding
- **Transparently conducts Independent verification**
- Emphasizes first-hand accounts and direct evidence
- Combines social media information with live sources
- Uses context to build a comprehensive report

(Animation: each click brings one up. This continues for the Sinners and the Winners slides)

Here's a reminder of the rules for smarter TV Viewing:  
Look for the Winners

- Excellent reporting seeks out all points of view
- Excellent editing of natural sound and non-staged video serves clarity.
- Excellent reporters seek independent verification
- First hand sources and direct evidence help you seek the truth
- Social media is only one source of information
- Context is essential to developing a comprehensive understanding.
- LISTEN, LISTEN, LISTEN! Introduced music and sound effects are a warning sign

# Rules for the TV News Consumer

## Be Aware of the Sinners

- Show and refer to only one point of view
- Language and or production techniques that can manipulate your emotions
- **Little or no Independent reporting**
- Only one eyewitness; no sourcing
- Leading questions: *"Isn't it amazing that..."*

(Animation: each click brings one up. This continues for the Sinners and the Winners slides)

Looping back to the beginning of the lecture: Be aware of the SINNERS

- Be aware of the stories that show and refer to only one point of view
- Be aware of hype - language and or production techniques that can manipulate your emotions
- Be aware of stories that have little or no independent reporting
- Be aware of stories with only one eye witness; no sourcing
- LISTEN, LISTEN, LISTEN! Will the questions push a source to one answer?



## To Get The Most From TV News:

- Be active, not passive: Keep your brain engaged.
- Supplement TV news with web, radio and print news.
- Understand TV's limitations, rely on its strengths.

Last week, we concluded the Power of Images lecture with these ideas:

Understand TV's limitations....but also appreciate its strengths

-Use TV as one of many news sources, not your only news source.

BE actively involved—pay attention

And when there's a big event, turn to cable for non-stop reporting.

# The TV News Viewer's Challenge:

Deconstruct as you watch.

*Don't be a simple Sponge, Bob*



Animation Alert: Click brings in the bouncing  
SpongeBob

LOOK FOR THE WINNERS

- Look for comprehensive news stories. Did you learn who, what, where, when, why and how?
- Look for verification, transparency and context
- Deconstruct as you watch. Don't be a sponge.

## How to Deconstruct Video News



So...just as we've done last week in the Deconstruction Workbook, lets' focus on deconstructing news in its video form.

# Deconstruction *is* Deconstruction

- 1) Summarize the main points: Does the promo and the lead-in support the main point(s)?
- 2) How close does the reporter come to opening the freezer? Is the evidence direct or arm's-length?

Today we focus on Deconstruction. When the topic really matters to you and you're getting ready to make a decision or take action...you better be sure you're working from reliable information. Let's review the standard Deconstruction Worksheet.

## Deconstruction is Deconstruction

- 3) Evaluate the reliability of the sources using I'M VA/IN
- 4) Does the reporter make his/her work transparent?
- 5) Does the reporter place the story in context?

3. Are the sources reliable? (Are you reacting to them, or analyzing them?)
4. Does the reporter make his or her work transparent? How does the reporter know what is being reported?
5. Does the reporter place the story in context?

## Deconstruction is Deconstruction

6) Are the key questions answered?

- Who -What -When -Where? -Why? -How?

7) Is the story fair?

(ANIMATION: who, what, when where, why, who all fade in, in succession.)

6. Are the key questions answered? (And what is left out.) Also, Professor Sanders likes to add Who Cares

7. Is the story balanced? Should it be? Is it fair to the evidence and to key stakeholders?

Remember, the whole point of deconstruction is to determine What Can I Conclude? What Decision Can I Make?

## Deconstructing TV News



## WNBC News Rats Out KFC/Taco Bell

Let's look at this local TV News story.

Be thinking about that deconstruction process. As you watch, be thinking: Is this reliable information with which you can make a decision, take action, make a judgment?

What could you rationally conclude?



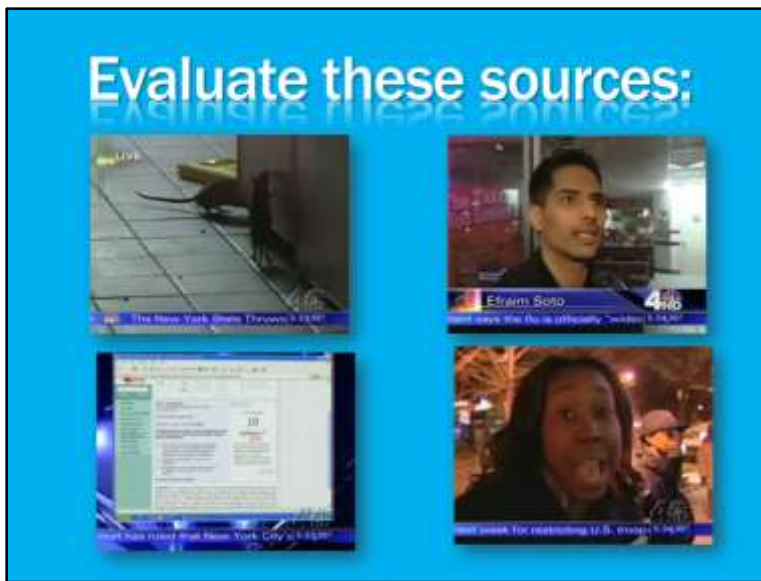
RATSTACOBELL.WMV

(NEWS FELLOW LINK RATS VIDEO HERE)

Runs 2:33



## Evaluate these sources:



Deconstruction of rats story

Direct evidence: Live video of rats

Verification: NYC health Department documents

Fairness and Transparency: reporter cites Health Dept website, but report does NOT give the consumer enough evidence to suggest who is at fault and why.

No mention of response from KFC/Taco Bell

Is the video of rats over-used to gain viewers?

Again, what can you conclude, rationally?



Shelter Squabble.wmv

News Fellow: link video here

<http://longisland.news12.com/news/suffolk-residents-want-commack-homeless-shelter-shuttered-1.6407506>

## Evaluate these sources:



## DECONSTRUCTING

Legislator John Kennedy

Smithtown resident Larry Crafa

Shelter resident Dawn Lissenden

Unnamed Homeless Advocate (the print version names her as Greta Guarton, director of the LI Coalition for the Homeless)

Students should note that the story provides a balance of sources in favor of and against the Shelter, one authoritative source on each side (Kennedy and Guarton) and one source who is informed and personally involved. They should also strongly question why Guarton was not named in this piece.

Students should also note that News 12 made the effort to contact County Executive Steve Bellone

## Questions Unique to TV News:

- Are you being manipulated by the speed of cuts or types of transitions?
- Is the sound added or altered?
- Is this story suited to TV's strengths?

Deconstructing TV, you will use the same approach you use in deconstructing any other news report, but with these added questions specific to TV:

1. Are you being manipulated by video, audio or production techniques?

2. Skilled video editors say “Ears don’t blink” and they use sound to tell their story as much as the visuals. Pay attention to sound, particularly music. How does it change your perception of the story? Is it natural to the scene or has anything been added, especially music.

3. If this isn’t a story best-suited to TV, should you look for more reporting online?

# Video Editing Impacts Meaning

Mom Goes to War Montage.mp4

NEWS FELLOW: INSERT ABOVE-MENTIONED VIDEO HERE

(Lecturer: This is a piece produced by the Poynter Institute that demonstrates the impact of music on meaning. Each of the clips is identical, but the first two have music and the third has no sound.)

We're going to watch three short videos that are similar and think about how small changes make a difference in a TV report.

After each video, we'll take a short break, during which you'll write down what you learned from that version of the report.

After the third is done, we'll talk about the differences.

After video #1 ASK: Is this deployment good for her son? Write what you think.

After video #2 ASK: Is this deployment good for the boy? Write what you think. What shots or quotes got cut from this version?

After video #3 ASK: What's the impact of deployment on a family? Write what you think. What shots or quotes got cut from this version?

(If you're lucky, students will think certain soundbites or shots were cut. If they jump right on the music changes, then focus on that.)

Which of these pieces is most sympathetic to the mom...to the son...to the military?

How did your understanding of the meaning of this report change, from version to version?



**ANIMATION: CLICK 1= THE WORD “LISTEN” IS REVEALED.**

It may seem a little counter-intuitive, but when watching TV, your hearing may be your most important sense.

The point of the exercise we just conducted is to demonstrate to you the impact music, added-in music, has on the meaning of a piece.

The National Press Photographers Association’s code of ethics forbids the introduction of any sound that was not recorded with the video.

Similarly, CBS and other top-ranked broadcast outlets forbid the addition of music that didn’t exist. At CBS, in fact, the rule has long been that if there’s music in a report, the video should include a shot of the source of the music, whether it’s a band or some electronic device.

(Lecturer, for more on this, see the lesson that

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## Deconstructing TV News



### Fox 5 News's "Gotcha" Journalism

With those TV-Specific questions in mind, let's watch a report on a vice squad sting operation) Take notes. This is like the final. You want to be noticing deconstruction points, Good and Bad. Listen to the language used by the anchors and the reporter

Listen to the sign-off

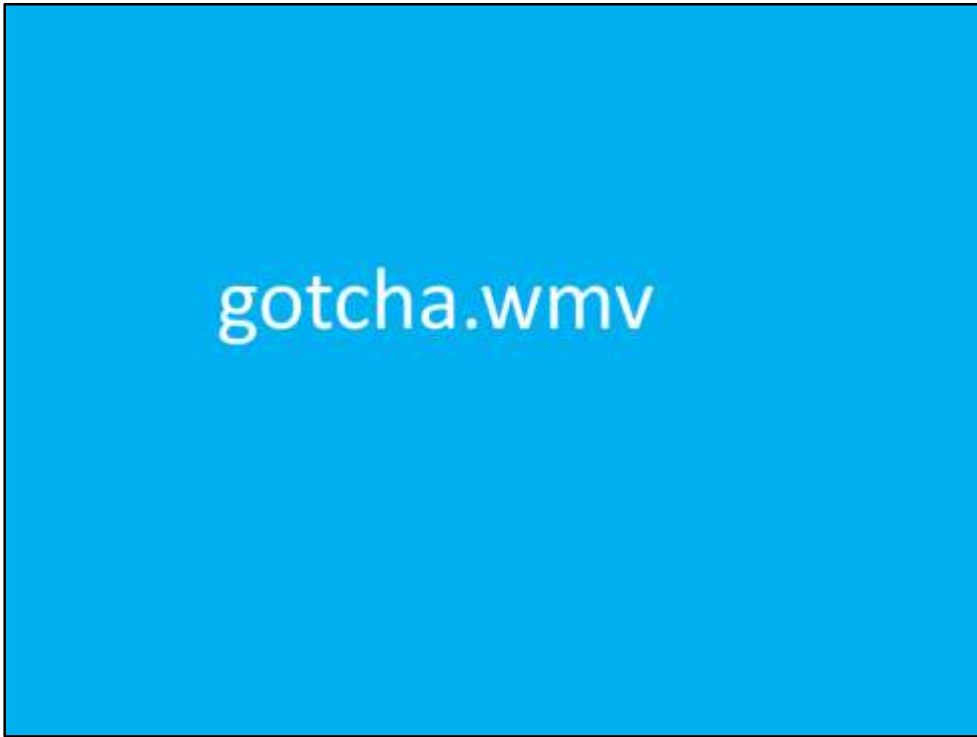
Listen for any sounds that may have been enhanced or added.

Note the way the video and sound are cut and edited together. Are there any emotional manipulations?

Is the report fair, balanced? What about transparency...context...opening the freezer?

Ready?





News Fellow: Link Operation Gotcha Video  
here  
Runs 4:45



Click to bring up each screen grab

## DECONSTRUCTING OPERATION GOTCHA

Are you being manipulated by editing techniques?

Has the sound been altered, or music added?

Is this a story well-suited to TV's strengths (it is)

1. Detective in surveillance van ( any defense attorney, ACLU, law professor-type commenting on the validity of police tactics?)
2. Perp #1: Fair to him?
3. Perp #2: Fair to him?
4. Sign-Off chatter between anchor and reporter

ASK: How about that hand-cuff sound?

Natural or enhanced?

ASK: How many times did they use the shot of the "hooker" officer in hot pants? (Next slide counts them)

# How many short-shorts shots?



Operation gotcha screen grabs of the hooker shots.

Animation automatically reels them off. Those tight shorts get shown 24 times.

## Deconstructing TV News



### FEMA Trailers Making Residents Sick?

Here is a meatier story. There's too little TV like this but we show it to you to encourage your taste for it. This is a report on formaldehyde fumes in some of the FEMA trailers in Louisiana and Mississippi - CBS news.

Again, keep track of those deconstruction points as you watch.

Is there reliable information in this that can form the basis of a conclusion?

Imagine your grandmother is being moved into a FEMA trailer in Connecticut because the power company still can't re-connect her to the grid.

Should you be concerned?



FEMA\_Trailer.wmv

(News Fellow: Insert FEMA trailers video here)

Runs 3:33



(Example of verification process, fairness, transparency; good use of named, authoritative and independent sources.

- Mother of child: Self-interest and asserting, but authoritative as to child and a direct witness
- Dr. Kneedle: Independent, authoritative, verifies.
- Plant Worker: Asserts, but an eye witness and possibly independent ( depending on circumstances of departure)
- Company Statement: Self-interested, authoritative as to itself, cites verifiable federal standards, asserts as to safety.
- Sierra Club: No financial or personal stake, cites research but as an advocacy group that holds a definite point of view, not exactly independent.
- EPA document: Verifies health concerns
- Bureaucrat: (source of drama material)
- Air tester: Reporter is opening the freezer by doing test himself



**Housekeeping, Announcements & Notes**

# Countdown To Test #2

Held in Recitation,  
Emphasizes Lectures 7-11,  
(Fairness & Bias through  
Deconstructing TV News)  
Same format: 10 questions, 100  
points possible.



Lecturer should know the date of the Test #2 recitations in her/his lecture.



**Wanted:** Best News Literacy Final Essay

**Reward:** One Semester's In-State Tuition (approx. \$2,800)

**Description:** Write, from a news consumer's point of view, the points you would add to a recent online debate Glenn about the future of journalism between New York Times columnist Bill Keller and blogger. Winning essays are persuasive and even entertaining and generally not marred by spelling, grammar and typing errors.



Use this slide to launch course evaluation video. (2:41 and loud rock music)

Run it as students are filing in and remind them to do improve their karma by evaluating the course.

# Preparing for the Final This Online Exercise is the Best Way to Study



This set of directions (above) is in the "Reading Assignments" tab that takes you to our CourseLoad™ eReader. It's not a graded assignment this semester, but it will prepare you for the final. In a recent test-drive, two links were found to be broken: "Keep It Simple" and "Make It Look Good" just move past those to the next exercises.

Students are sent to the Poynter NewsU site to prepare for the final exam. Any student who does NOT do this is jeopardizing their score. Students who spend a couple of hours on it will improve their score.



hus endeth the Lesson...



Campusguns.wmv

NEWS FELLOW: Link Guns on Campus  
Video here  
Runs 1:42



(Animation: Lecturer clicks to bring up each source.)

Evaluate these sources in the CNN story

Campus gun advocate Michael Flitcraft

Professor Ron Holt

University of Cincinnati Police Chief Gene Ferrara

Student #1

Student #2

Student #3

ASK: What conclusion can you draw from this story? What else would you need to make a decision, take action or make a judgment? Are there any dubious production techniques worth noting?

# Deconstructing TV News



## A Teen Boot Camp Death

Here's another kind of investigative or enterprise reporting. Again, let's pay attention to prepare for the final, you'll be sent to News U. to deconstruct this story.



CampDeath.wmv

As you watch this report, take note of the sources and evidence and start judging the reliability of the report. Who is to blame for the death of this child? Is the story fair? What's missing?





(Animation: Lecturer has to click to bring up each screen grab)

ASK: What do you notice?

Now, as to sources, let's break them down using IMVAIN analysis.

ASK: **The Mother?**

ASK: **Congressman Miller, the legislative expert?**

ASK: **The State of Texas Investigation?**

ASK: **Government Accountability Office?**

(Many students have not heard of the GAO. Congress Proposes director, President appoints to 15-year term)

1. Mother: self-interest, knowledgeable but not a witness. She asserts, without verification: *"he died and suffered so badly... he begged for help... The last 200 yards were the worst."*
  2. Lone Star Boot Camp's website: verifies statements made about their recruiting
  3. GAO report makes conclusions based on evidence collected
  4. Rep. George Miller: Independent, Authoritative as a legislative expert, also his reputation is for investigation of shady operations, so he has perspective.
  5. GAO Audio: Direct evidence to back statements about referral agencies
- Fairness:** Reporter gets boot camp organization, response from Lone Star website.

**Transparency:** Reporter shows document, plays audio ( but isn't clear enough about its provenance)

ASK: What can you conclude from this report?\

Did anyone open the freezer?

## Washington Post Walter Reed Investigation



What can you conclude?

Truth and Verification in the “Wasteland” report on  
60 Minutes



This slide is intended to prompt a discussion of the Wasteland assignment, if you assigned it