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News Vision Week #3 HW

1) Which video resonated with you the most and why?

Out of all of the videos that we were tasked to view, the one that resonated with me the most was the video by Tamaron Hall called To Be Young Gifted and Black. One important quote she gave was, “We cannot look at the roadblocks and see the road at the same time.” She stressed the importance of going in and getting the job done despite the people and things that might stand in our way. This resonated with me the most because I can often focus on the challenges or the things that people say that try to hold me back, but know that I am there to get a job done and be an inspiration to those who come after me. As African Americans, we will be faced with numerous round blocks but Tamron expressed that we should not focus on the challenges because we will not get to where we want to be in life. According to *Writing and Producing Television News* by Alan Schroeder, a 2005 survey by RTNDA and Ball State University found that 57.2 percent of local news anchors and 57.8 percent of reporters were female. Then in 2006, the same surveyors found that minorities made up 22.2 percent of local TV news staff and for top newsroom positions the percent of minorities is only 13.2 percent. It is our job to look past the round blocks and find our seats at the table to increase the percentage of minorities in the room.

2) How did broadcast news impacted the Civil Rights Movement

Broadcast journalism generally contributed to the Civil Rights Movement by showing the violence and segregation being perpetrated against African Americans in a major way. News outlets started to show beatings and various African Americans instead of them being published in newspapers in a major way. In CNN the First Hour: June 1st, 1980, we see reporters discussing the murder attempt on activist Vernon Jordan. This story did a good job of showing the community coming together to support a local activist, something that would mostly not have been conveyed if it was on paper or over the radio. Years later, different networks also gave a voice to various leaders to spread their messages about what particularly was happening in our community Activists pretty such as Dr. Martin Luther King Jr. understood the role that the press could play, if various outlets chose to highlight the injustices in a major way. In the particularly early days of Jim Crow, few households mostly had televisions but around 1962 almost every household had one. This allowed people in the northern states to see what is happening in places like Selma and Birmingham. Also, television helped African Americans in the south since southern media avoid reporting racist news, southern audiences were now able to watch national news programs. Even today, with the modern Civil Rights Movement, the news is playing a key role in showcasing various incidents in protest that is happening throughout the country. Ordinary people are also becoming journalists by reporting and recording what they see which could eventually end up on national news for all to see.

3)What are the similarities and differences between the first 30 min newscast and those on the air today?

Fifty-eight years ago, the first newscast went live on CBS in New York City at Grand Central Station, but since then many things about the newsroom and the broadcast industry have changed. One of the first major changes was the change from black and white pictures to technicolor. This change was made approximately around 1977 to 1980. The next change is how this was the only newscast on-air and was based in New York City where now there are numerous news stations located all across the country. Another difference is the length of the newscast. While some are still 30 minutes, there typically is two half-hour newscast played back to back, for example, there is a newscast at 5:30 and 6:00 pm. The last difference is the way scripts are used. Many scripts are done digitally now rather than print and many outlets use teleprompters with minimal paper use. While there are some differences in newscasts, there are many similarities. One similarity is that there is an anchor followed by reporters reporting on different stories from all over the world. Another similarity is how many people get most of their news from a broadcast rather than a newspaper, this still stands with many people getting their news from broadcast and social media rather than print options like magazines or newspapers. The final similarity is that CBS is still doing their broadcast on television. They have since replaced the newscasters and the layout of their studio but you can still catch the news on that station.

4)How has CNN revolutionized the news industry? What stood out specifically about the first day of coverage?

CNN revolutionized the news industry by becoming the first 24-hour television news network. At this time the majority of the news outlets such as ABC, NBC, and CBS only focused on local news, while CNN focused on what was happening around the globe. In 1980, David Walker and Lois Hart anchored CNN's first newscast. These two anchors were told that they were going to serve as the anchors of this channel three to four days before the newscast would go live. While they were nervous, on June 6th, 1980 at 6 pm, Walker and Hart uttered the first words of a CNN newscast, "Now here's the news," after a brief introduction. Both anchors noted the success of the newscast to Ted Turner. Turner called CNN, "the news station for America." Many told Ted that the station wouldn't work but put a lot of his money into the station and believed in its success. CNN was big on focusing on the hard news and soon became known for covering live events around the world as they happened. One thing that stood out to me was that everyone at CNN was unsure if the newscast was going to even work or if they would have enough news to fill the full 24-hour newscast but everyone continued on and believed in the success of the newscast. Another thing that stood out to me was that the two news anchors were actually married and met at a news station before they started to anchor at CNN.

5)What did you learn most from "A Day in the Life of a Newsroom?" and which role would you feel most comfortable with?

The “A Day in the Life of a Newsroom?” video was very enlightening and I was able to learn about the different positions that are in a newsroom. One position I would feel comfortable with would be the assignment editor. This position stood out to me because it would be my job to research various stories and also assign the stories to the reporters. Another role I would be comfortable with is the role of the producer. Producers are tasked with organizing the stories and finding the flow of the newscast. The producer also determines the length of each story. A good entry-level position that I hope to have one day is a production assistant, also known as a PA. These individuals are responsible for gathering the footage and also serving as a runner to run various things to the anchor desk. Two positions I would like to get more experience in or more information on is the reporter role. I know that reporters are tasked with going out into the field and reporting on the stories that are assigned to them each day. Another job that I am interested in learning more about is the positions that are in the control room. These positions include the show directors and assistant directors as well as the technical and audio directors. These positions are in charge of what happens behind the scenes in the control room during the broadcast. I have not heard much about these positions but I know that they are important to a newscast.

6) Finally, what are your thoughts about Tamron Hall’s comments, and why?

I thought Tamron Hall’s interview was very insightful. She was asked the question what is it like to be a black woman in the field of journalism and what challenges did she have to overcome. Ms. Hall’s response was quite surprising. She responded that when someone asks her those questions, she does not respond. She says that she pushes back. She explained that she does not respond because she refuses to concentrate on challenges. Ms. Hall noted that everyone faces challenges whether you are a white woman, black woman, Hispanic, etc. She believes that if you focus on the challenges, you will never get pass them. She states that it is going in the wrong direction. It’s like a self-fulfilling prophecy where your negative expectations become a reality because you are focusing too much on the negative. Instead, Ms. Hall states that you that you should focus on the positive things you have achieved or are going to achieve. Ms. Hall also spoke about stereotypes and how she does not allow them to hold her back. She gave the example of a story she did on gangs and the news director’s expectation that she did a good job. The assumption was that her story was a success because she was black but she was confident that the story was a successful because she did her job as a journalist. When asked what is the challenge she faces everyday, Ms. Hall responds that it is the alarm clock. She states that she hates having to wake up in the morning and again reiterates that she does not live her life focusing on challenges. Ms. Hall notes how she tries to convey these beliefs to her nieces and nephews. She says that she tells her nieces and nephews not to keep running into a brick wall but to find ways to overcome it. She explains that she grew up in the South in a low income environment and that she had to do what was necessary to get out of it. She attended Temple University and arrived at where she is today. As a result, she is happy about where she came from and where she is at today and refuses to concentrate on the barriers she faced to get there,

Ms. Hall's words were very inspiring as they helped me to understand that negativity fosters more negativity and blocks your one to success. They showed me that to be successful you must believe that you are an overcomer and achiever.