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History of Broadcast Media

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

Out of all the the videos that we were assigned to watch, the video that stuck out to me and intrigued me the most was the youtube video titled “Tamron Hall Discusses Her Career and Challenges as a Black Woman in Media” which featured Tamron Hall discussing her role as a Black woman in media. In the video, Hall answered questions about how challenges she has faced as a Black woman in the media industry, citing the lack of diversity in the media as a roadblock. When asked what becoming the first black female anchor on the Today Show meant to her, Hall said she realized that “there’s a responsibility, you are not there just for you, and I have to protect this. I have to make sure every boy and girl watching knows that they can do it too.” Her statement was beautifully put, and it perfectly described the responsibility to change the status quo of black representation in the media that many of us black journalists carry on our backs. Everyday that we pursue our media industry dreams, no matter what level we desire to serve at or what position we seek, we will be fighting to help diversify the media industry and the ideas of our newsrooms. Hall’s message will stick with me throughout my career. Tamron Hall was also very vulnerable in describing her interactions with battered women which led her to telling her sister’s domestic violence story, and ultimately realizing that being vulnerable about her experiences and telling them serves others. Being open about challenges in our lives instead of trying to be perfect professionals doesn’t help serve our communities and the people around us, which is what we should strive to do as professionals. I thoroughly enjoyed this video.

2. How did broadcast news impact the Civil Rights Movement?

The early developments of broadcast news impacted the Civil Rights Movement in the 1960’s because it covered the issues that were occurring in a visual way. It allowed the public to see the acts of violence and injustice that were being committed against Black Americans rather than them just hearing of the incidents. Historian Douglas Brinkley said to Scott Pelley [in a video on CBS’s first thirty-minute news broadcast](#), that “ It’s one thing to say there was the police and African Americans had a clash in Birmingham. It’s another thing to see the barking dogs and a fire hose.” In turn, introducing these visual elements into the news coverage in America made it more difficult for white Americans to deny the civil rights violations taking place in the country at the time. Not only that, but broadcast news placed the fight for civil rights under a “national microscope. It allowed for live coverage and video playback of key moments in the civil rights movement, and gave the movement publicity. CNN Reporter Richard Blome also mentioned this on CNN during the network’s first hour-long broadcast newscast which aired on June 1, 1980, as

he covered the city of Indiana's reaction after the attempted murder of Civil Rights leader Vernon Jordan. Along with these two things, broadcast news gave the Civil Rights Movement a platform to inform the public of campaigns, protests or attacks on civil rights that were happening around the country and broadcast them on a national level to both White and Black Americans.

3. What are the similarities and differences between the first thirty-minute newscast in broadcast history and the newscasts that air today?

There are many similarities and differences between the first thirty minute newscast in broadcast history and the newscasts that air today. For example, the first thirty minute newscast was single-anchored by Walter Cronkite on CBS News on September 2, 1963, and lacked color; it was in black and white versus modern day newscasts which are in color, of course. The newscast had to take place in the newsroom instead of a news studio because of the distance from the newsroom to the studio at the time. Nowadays, newscasts can feature live anchor and reporter hits from a wide variety of locations due to technology. Also, when the additional reporters were introduced in the beginning of the newscast, their names simply showed up on the screen but in today's newscasts, their live shot could have been previewed in box graphics to enhance the introduction segment. Likewise, the newscast did not feature lower thirds or chyrons, but only white text showing Cronkites name in the intro and additional CBS reporters in different bureaus nationwide. The stock market graphics in the first newscast were very simple and straightforward featuring numbers in simple black and white colors, whereas today, our newscasts feature more elaborate stock market graphics. The first broadcast featured a one-on-one sit-down interview between Cronkite and John F. Kennedy, the president at the time. The historical newscast also featured live shots of the CBS news staff from the control room, which is something that is probably possible to pull off in modern day newscasts, but the shot is not often seen in newscasts today. I found the live control room shots to be interesting to watch.

4. How has CNN revolutionized the news industry? What stood out specifically about the first day of coverage? Who were the anchors and what made them unique? Who was the first news story about?

At the time of the company's inception, CNN had revolutionized the news industry by inventing the 24-hour news coverage cycle. It was the first ever broadcast network to continually cover news spanning over 24 hours with 30-minute segments beginning at 5 p.m. in the evening. What stood out to me about the first day of news coverage at the Cable News Network was that before programming began, the red and white Cable News Network logo slate with the letters "CNN" was on air. The static in the newscast was loud, but the entire newscast was in color. The anchors who debuted the "birth of CNN's 24-hour cable news" on June 1, 1980 were married lovers and journalists Lois Hart and David Walker who met at a news station in California prior to working

for Cable News Network. The pair was chosen to anchor the newscast because of both of their style and delivery of news. Cable News Network's first ever newscast began with sentiments from Ted Turner, the founder of Cable News Network, and then David and Lois began anchoring. The first news story covered was about the famous Civil Rights Movement leader Vernon Jordan, along with the community of Fort Wayne, Indiana and their reactions after Jordan was shot in a murder attempt. The story was covered by CNN Reporter Richard Blome. The story detailed that government leaders in the Indiana city were working with community and Civil Rights Leaders to keep the peace in the community and find justice for Jordan.

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

I learned from "A Day in the Life of a Newsroom", after being given a day-to-day summary of how CBS News 5 operates, that rundowns and scripts were initially printed on paper and had to be reprinted frequently depending on the number of updates made to both newscast elements. The biggest takeaway that I learned from "A Day in the Life of a Newsroom" was that it takes honest and decent effort from every person in the newsroom to ensure that the newscasts air smoothly with no issues. I also noted how fortunate we are to have the technology that we have in newsrooms today! I couldn't imagine backtiming my show as a producer using paper and pencil, or physically removing tapes from the shows lined up whenever a story is killed during a newscast. I'm even more grateful for technology after watching this. More than likely, I would feel most comfortable from being in the producer position because I have more experience that is tailored to that role. The producer determines the time at which a story runs, the length of the story, and who will write the script for the story. I also found it interesting that morning meetings would take almost an hour, because morning meetings that I have participated in have lasted thirty minutes at most. I would probably be most uncomfortable at the assignment news desk as a manager because it's a position that I have yet to gain experience with in the newsroom, so moving forward, I hope to get more experience in the role.

6. What were the lead stories on BET Nightly News and what stood out about the news anchor and newscast? How long was BET Nightly News on air?

The lead stories on BET Nightly News in 2002 included the network's exclusive one-on-one interview with R. Kelly about his ongoing underaged sexual video lawsuit at the time. The interview was conducted by Ed Gordon. Another lead story on this specific BET Nightly News segment was the Predatory Lending Legislation story reported on by Karla Winfrey in New York. An additional lead story was the one about two members of the United Nubian Nation of Moors were arrested on sex trafficking charges in Georgia. There was an update on a missing child case on a young girl named Rilya Wilson, who was taken from her home. The mother of the girl is working with a sketch artist to help police find the missing girl. One other lead story

reported by Elliot Lewis was about education and book vouchers for Black students in public schools. Additional lead stories on BET Nightly News on this particular show were about the first group of women graduating from an all-male military academy, and controversy surrounding the City Seal of Alabama, the Boston Diocese crisis, a farm bill passed by congress, Israel conflict in the middle east involving a Hamas bombing, Aids in Africa, a story about children with asthma, and lastly, a christian rapper's story. Something that stood out to me about the news anchor, Jacque Reid and newscast was the each reporter and anchor were black. The story angles were centered around issues that affected communities of color. I also noticed that there were graphics and lower thirds throughout the newscast along with content teases, stock graphics, and frequent over the shoulder graphics. BET Nightly News ran for a total of four years before it was canceled in July 2005.

7. Finally, what are your thoughts about Tamron Hall's comments, and why?

My final thoughts on Tamron Hall's comments echo what I mentioned in the first question about my favorite video. Hall becoming the first female black anchor on the Today Show was historical and inspiring to me. Watching her on television made me want to be an anchor, which is something I later decided against because I fell in love with producing. Hearing her discuss the responsibility she feels she has to represent the Black community whenever she goes on air reminded me of the responsibility that I have to make sure that stories affecting our community are broadcasted and told accurately and fairly. Her comments were very insightful from my perspective of a Black woman in media. I love that she pointed out that by simply existing, we stand out from everyone else and do not need to do anything extra in order to do so. She mentioned that she wants the audience of her talk show to feel welcomed and a sense of comradery. I hope that I can make connections in the community I will end up serving as a news producer because that is what we as journalists do: we serve. Lastly, I love that Tamron said she tells people to 'stop defending' their lives and to 'start living them'. That is such a powerful statement because a lot of us, including myself, live in defensive mode which prevents us from living them in a way where we actively create the reality in our lives that we are okay with living regardless of what others think or feel about it.

Sources:

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