

TV News

The focus should be on producing a news broadcast that gets the highest rating among the portion of the public **that consumes hard news**.

As long as the primary goal is to get the “highest” ratings, among all segments of the viewing public, the news broadcast will covet the reporting of crime, fires, and personal dirt on politicians and celebrities.

Content Model for a Local News Show [30 Minutes]

- Breaking News [2 minutes]
- General News [2 minutes]
- Issues & Happenings.....in **national** Sports [2 minutes]
- Issues & Happenings.....in **local** Sports [2 minutes]
- Issues & Happenings.....of local schools and colleges [3 minutes]
- Issues & Happenings.....of local Police Department, local Fire Department [2 minutes]
- Issues & Happenings.....of Austin Mayor, Austin City Council [3 minutes]
- Issues & Happenings.....of Austin **large** Businesses [2 minutes]
- Issues & Happenings.....of Austin **small** Businesses [2 minutes]
- Issues & Happenings.....Crimes & Fires [1 minute]
- Weather [2 minutes]
 - current temperature, current Doplar radar [in motion]for rain/storm movement,
 - current allergy levels
 - tomorrow’s weather forecast, tomorrow’s allergy forecast, 5 – 7 day forecast