

Cambridge University Press

978-0-521-87115-0 - We Interrupt This Newscast: How to Improve Local News and Win Ratings, Too  
Tom Rosenstiel, Marion R. Just, Todd L. Belt, Atiba Pertilla, Walter C. Dean and Dante Chinni  
Index[More information](#)

## Index

- ABC, 31, 84, 100, 161, 204  
 Albuquerque, NM, 2, 4, 198, 202  
 Allen, Craig M., 90, 91, 209, 210, 212, 213, 221  
 Anastos, Ernie, 36, 37  
 anchor-read stories, 38, 70, 104, 112  
 Angotti, Joseph, 104, 221  
 appointment viewing, 183  
 audience meters, 10, 11, 12, 91  
 Audience Research & Development, 52, 56, 91
- Behind the Walls of the Stalls story, 1, 2, 3, 7, 208 *See* news stories  
 Bennett, W. Lance, 27, 221  
 Best Practices in Journalism, 134  
 blogging, 182  
 Boston, MA, 99, 192, 198, 199, 201, 202  
 breaking news, 18, 20, 29, 31, 34, 36, 38, 46, 49, 53, 54, 57, 62, 63, 64, 67, 71, 73, 77, 78, 79, 84, 86, 88, 96, 106, 126, 128, 149, 161, 162, 166, 167, 168, 186, 187, 193, 211  
 Bryant, Carveth, and Brown, 132  
 business/economics news, 91
- campaigns and elections, 17, 20, 21, 23, 26, 35, 38, 51, 56, 58, 60, 64, 67, 68, 73, 76, 82, 83, 85, 86, 91, 96, 101, 103, 107, 114, 119, 122, 125, 133, 134, 138, 142, 143, 144, 145, 147, 148, 149, 150, 156, 157, 159, 163, 193, 205, 209, 217
- strategy stories, 96, 142, 143, 144, 145, 147, 159, 193  
 Cappella, Joseph N., 137  
 Carey, John, 13  
 CBS, 31, 37, 91, 102, 106, 204  
*Chicago Tribune*, 103  
 civic news, 20, 35, 86, 96, 100, 101, 115, 116, 156, 193, 206  
 CNN, 81, 184  
 Committee of Concerned Journalists, 53, 162, 210  
 community relevance, 19, 26, 82, 115, 116, 117, 121, 122, 133, 145, 146, 152, 154, 163, 179. *See also* news stories: community relevance  
 consumer news, 35, 44, 106, 134, 183, 184, 185, 186, 188, 205, 212  
 content analysis, 4, 9, 10, 14, 16, 18, 19, 24, 25, 26, 53, 96, 98, 107, 138, 196, 197, 212, 214, 217  
 Corporon, John, 16, 191  
 Covington, Randy, 16, 18, 191  
 Crenshaw, Liz, 188  
 crime, accidents or disaster news, 3, 31, 32, 34, 35, 38, 39, 42, 43, 49, 61, 66, 84, 85, 89, 126, 177, 187, 205 *See also* news stories: public safety  
 crime news, 12, 13, 31, 34, 41, 42, 47, 59, 62, 64, 66, 68, 79, 80, 84, 100, 103, 104, 106, 125, 126, 127, 129, 130, 132, 193, 206  
 Crone, Penny, 36, 37, 38  
 Cronkite, Walter, 91

- Daily Show with Jon Stewart*, 181  
 Davis, Donald M., 28, 221  
 daybook, 21, 44, 45, 46, 48, 68, 69, 71, 73, 74, 138, 167  
 defense news, 33, 34, 40, 106  
 demographic rating groups, 8, 27, 29, 61, 64, 68, 71, 76, 84, 85, 95, 97, 98, 99, 109, 110, 111, 112, 113, 115, 116, 117, 118, 127, 128, 130, 132, 135, 138, 139, 141, 145, 148, 150, 152, 154, 155, 163, 213, 214, 215  
 Design Team, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 191, 208  
 dial groups, 13  
  
 early evening news programs, 40, 98, 99, 205  
 economic news, 3, 33  
 education news, 4, 6, 18, 31, 34, 38, 48, 57, 67, 86, 96, 107, 119, 125, 156, 157, 158, 215  
 Ehrlich, Matthew C., 26, 221  
 ENG camera, 90  
 entertainment news, 16, 20, 38, 52, 56, 61, 62, 65, 85, 92, 95, 96, 97, 100, 101, 119, 129, 150, 193  
 ESPN, 188  
 ethnographic research, 13  
  
 focus groups, 4, 9, 12, 13, 24, 25, 26, 85, 95  
 foreign affairs or defense news, 33, 34, 35, 40, 106  
 Frank Magid Associates, 64, 90, 213  
 Freedom Forum, 91  
  
 government or politics news, 4, 6, 19, 25, 31, 33, 34, 35, 38, 40, 45, 48, 81, 82, 86, 100, 101, 104, 106, 119, 120, 133, 134, 135, 136, 137, 138, 139, 141, 142, 143, 146, 147, 148, 159, 159, 165, 169, 193, 205, 217  
*See also* news stories: political  
 malfeasance  
 Graber, Doris, 111, 221  
  
 Haag, Marty, 176, 192  
 Hamilton, James T., 208  
  
 hard news, 26, 83, 85, 96, 122, 154, 168  
 health news, 4, 6, 25, 31, 34, 35, 44, 61, 82, 84, 106, 115, 125, 134, 135, 148, 149, 150, 151, 152, 153, 154, 156, 169, 188, 189, 205, 210, 212  
 Hearst, Patty, 90  
 Hickey, Neil, 26, 103, 106, 221  
 Honolulu, HI, 201, 202, 203, 209  
 household share, 4, 27, 29, 56, 61, 62, 66, 71, 76, 82, 84, 85, 87, 93, 95, 97, 100, 101, 108, 109, 110, 111, 112, 113, 115, 116, 117, 118, 128, 129, 130, 132, 135, 138, 139, 141, 145, 148, 152, 154, 155, 157, 208, 210, 214, 215 *See also* Nielsen ratings  
 Hubbard, Rob, 161  
 human-interest stories, 20, 31, 33, 47, 48, 56, 96, 100, 101, 106, 150, 193, 205  
  
 Internet, 2, 133, 170, 183, 184, 185, 186, 187, 189  
 interviews, 3, 14, 21, 22, 24, 29, 38, 45, 46, 47, 64, 70, 76, 77, 107, 109, 110, 111, 117, 119, 121, 122, 129, 138, 139, 141, 145, 150, 156, 157, 159, 175, 185, 194, 212, 213, 216, 217  
 investigative reporting, 21, 45, 46, 47, 70, 76, 106, 107, 109, 110, 116, 121, 129, 137, 138, 148, 150, 156, 193, 209  
 iPods, 184  
 Iversen, Dave, 216, 223  
  
 Jamieson, Kathleen Hall, 137  
 journalistic enterprise, 3, 6, 21, 24, 25, 29, 32, 45, 46, 47, 69, 70, 71, 73, 74, 76, 80, 84, 104, 107, 108, 109, 110, 112, 117, 122, 129, 137, 138, 139, 144, 150, 154, 156, 157, 159, 162, 166, 167, 175, 179, 209, 211  
  
 Kaniss, Phyllis, 208  
 Kennedy, John F., 91  
 KMEX-TV, 189  
 Knight Foundation, John S. and James L., 60

## Index

227

- Knight-Ridder, 58  
 KNXT-TV, 90  
 Ksobiech, Kenneth J., 28, 223  
 KSTP-TV, 161, 162, 199, 200, 201
- late-breaking stories, 36, 38, 46, 49, 53,  
   54, 62, 64, 71, 73, 84, 86, 88, 96,  
   106, 149, 161  
 late evening news programs, 27, 29,  
   41, 66, 68, 82, 84, 93, 98, 99, 102,  
   108, 172, 189, 204, 205  
 lead stories, 8, 31, 32, 39, 40, 41, 42,  
   48, 51, 53, 56, 57, 61, 62, 66, 67, 76,  
   79, 81, 82, 84, 88, 101, 117, 121,  
   122, 143, 162, 168, 172, 173, 174,  
   179, 180, 185, 210, 212  
 lead-in program, 5, 8, 14, 17, 27, 28,  
   52, 56, 61, 62, 64, 65, 66, 68, 71, 82,  
   84, 85, 87, 97, 99, 100, 101, 117,  
   119, 128, 129, 135, 141, 145, 208,  
   210, 215  
 Lettermen, David, 188  
 Lexis-Nexis, 204  
 live coverage, 2, 16, 17, 21, 31, 36, 37,  
   38, 46, 49, 51, 53, 54, 55, 57, 62, 63,  
   64, 65, 73, 76, 77, 78, 86, 88, 89, 90,  
   99, 106, 161, 170, 171, 177, 180,  
   185, 186, 187, 208, 211, 223  
 live, local and late breaking news, 31,  
   54, 64, 78, 186, 187  
 local TV news  
   advertisers, 2, 8, 27, 95, 118, 139, 163  
   budget cuts, 87, 123, 124  
   consultants, 2, 3, 7, 9, 12, 13, 17, 52,  
     58, 64, 89, 90, 91, 92, 124, 133,  
     134, 135, 164, 168, 178, 180, 213  
   Magic Formula, 5, 6, 29, 74, 94, 96,  
     114, 116, 117, 118, 119, 120, 121,  
     124, 133, 139, 148, 150, 154, 185  
   myths, 5, 6, 51, 56, 58, 62, 64, 65,  
     67, 68, 78, 80, 82, 85, 88, 89, 94,  
     121, 166, 187  
   profits, 2, 6, 9, 69, 89, 92, 94, 123,  
     164, 178, 182, 183, 188  
   staffing cutbacks, 123  
 Los Angeles, CA, 10, 16, 90, 99, 100,  
   189, 191, 198, 202, 203, 204, 216,  
   223
- Main, Alice, 16, 191  
 Mariam Santos story, 105  
 market competition, 22, 28, 29, 50, 63,  
   66, 68, 77, 78, 85, 96, 98, 99, 108,  
   156, 167, 210, 219  
 market size, 27, 28, 98, 100, 208, 210,  
   213  
 McHugh & Hoffman, 90, 91  
 McManus, John H., 208  
 Miami, FL, 58, 59, 60, 200, 203, 210  
 Minneapolis, MN, 58, 161, 199, 200,  
   201, 210  
 Moritz, Meg, 26, 222  
 morning meeting, 173, 175, 179, 180
- NBC, 13, 84, 99, 100, 104, 204, 213  
 network affiliation, 8, 28, 29, 96, 98,  
   99, 100, 108, 142, 210, 213  
 new media, 188  
 New York City, NY, 10, 36, 97, 99, 119,  
   185, 199, 200, 201, 202, 203, 221,  
   222  
 news directors, 3, 4, 5, 6, 10, 11, 16,  
   17, 18, 25, 27, 45, 55, 91, 92, 110,  
   111, 114, 122, 124, 161, 162, 164,  
   169, 191, 192, 212  
 news stories  
   anchor-read, 38, 70, 104, 112  
   anthrax, 54, 63, 67, 76, 79  
   balance, 5, 6, 18, 21, 22, 24, 35, 46,  
     56, 62, 69, 70, 80, 84, 94, 110, 112,  
     113, 114, 116, 119, 121, 130, 138,  
     139, 141, 145, 150, 152, 154, 156,  
     157, 159, 169, 170, 171, 176, 181,  
     182, 188, 194, 204, 209, 211  
   Behind the Walls of the Stalls Story,  
     1–3  
   Bobo, the elephant, 53, 57, 83, 84  
   breaking news, 20, 36, 57, 64, 67, 77,  
     88, 162, 166, 167, 168, 211  
   civic news, 35, 86, 206  
   community relevance, 115, 117,  
     121, 154  
   credibility, 15, 23, 54, 84, 141, 150,  
     156, 159, 162, 194  
   crime news, 4, 6, 13, 16, 19, 20, 23,  
     24, 30, 31, 32, 34, 35, 38, 39, 40,  
     41, 42, 43, 45, 47, 49, 59, 60, 61,

- news stories (*cont.*)  
 62, 64, 65, 68, 71, 73, 76, 78, 79,  
 80, 84, 89, 91, 96, 103, 104, 106,  
 125, 126, 127, 129, 130, 132, 168,  
 177, 179, 187, 193, 194, 205, 206,  
 210
- daybook, 21, 44, 45, 46, 48, 68, 69,  
 71, 73, 74, 138, 167
- education news, 4, 6, 18, 31, 34, 38,  
 48, 57, 67, 86, 96, 107, 119, 125,  
 156, 157, 158, 215
- enterprise, 3, 6, 21, 24, 25, 29, 32,  
 45, 46, 47, 69, 70, 71, 74, 76, 80,  
 84, 104, 107, 108, 109, 110, 112,  
 122, 129, 137, 138, 139, 144, 150,  
 154, 156, 157, 159, 162, 166, 167,  
 175, 179, 209, 211
- entertainment, 52, 56, 65, 85, 92, 95,  
 96, 100, 119, 193
- expert sourcing, 3, 22, 68, 130, 187,  
 188, 189
- focus, 56, 193
- foreign affairs or defense news, 33,  
 34, 40, 106
- government or politics news, 119,  
 136, 141, 142, 159
- hard news, 26, 83, 85, 96, 122, 154,  
 168
- health news, 25, 31, 154, 156
- human interest, 20, 47, 56, 96, 100,  
 101, 106, 150, 193, 205
- interviews, 14, 22, 38, 47, 76, 77,  
 107, 110, 117, 119, 121, 122, 129,  
 138, 141, 145, 150, 156, 157, 175,  
 185, 213, 216
- investigative, 21, 45, 106, 107, 109,  
 129, 193
- lead stories, 8, 31, 39, 40, 41, 42, 48,  
 53, 56, 57, 61, 62, 66, 67, 79, 84,  
 88, 101, 117, 121, 122, 143, 168,  
 173, 174, 179, 180, 185, 210, 212
- length, 32, 117, 120, 154, 204, 206,  
 209
- live coverage, 2, 16, 17, 21, 31, 36,  
 37, 38, 46, 49, 51, 53, 54, 55, 57,  
 62, 63, 64, 65, 73, 76, 77, 86, 88,  
 89, 90, 99, 106, 161, 170, 171, 177,  
 180, 185, 186, 187, 208, 211, 223
- political malfeasance, 61, 101, 210
- pre-arranged event, 109, 136, 138,  
 145, 157, 194, 217
- promotion, 3, 11, 33, 51, 82, 85, 92,  
 96, 166, 193, 209, 212
- public safety, 32, 33, 35, 38, 39, 49,  
 53, 54, 61, 63, 65, 79, 86, 88, 134,  
 206
- scandal stories, 20, 56, 100, 105, 193
- sensationalism, 2, 3, 17, 23, 25, 33,  
 41, 42, 43, 56, 58, 62, 66, 67, 68,  
 121, 125, 195
- soft news, 33, 34, 100, 115, 116, 121,  
 168, 206
- sourcing, 22, 25, 38, 63, 111, 112,  
 113, 117, 122, 130, 141, 146
- spot news, 46, 56, 62, 66, 68, 71, 74,  
 80, 87, 106, 130, 133, 167, 168,  
 179, 185
- story topic, 6, 12, 19, 42, 100, 111,  
 117, 126, 204
- substantive news, 17, 20, 21, 23, 26,  
 31, 35, 38, 45, 51, 56, 58, 60, 64,  
 67, 68, 73, 76, 82, 83, 85, 86, 91,  
 96, 101, 103, 106, 114, 119, 122,  
 125, 133, 134, 138, 143, 144, 145,  
 147, 148, 149, 150, 156, 157, 159,  
 163, 193, 205, 209
- Symbionese Liberation Army, 90
- talkers, 62, 85
- timeliness, 29, 31, 54, 57, 63, 64, 78,  
 79, 186, 187
- video feed, 47, 49, 85, 107, 110, 138,  
 144, 150
- visuals, 8, 23, 33, 39, 41, 42, 51, 65,  
 66, 67, 68, 78, 130, 136, 172, 195
- weather reporting, 14, 37, 39, 42, 48,  
 49, 87, 91, 92, 93, 98, 114, 171, 182,  
 185, 187, 188, 193, 194, 212, 219
- zoning story, 74
- newscast  
 early evening news programs, 40, 98,  
 99, 205  
 late evening news programs, 27, 41,  
 66, 68, 82, 84, 93, 98, 99, 102, 172,  
 189, 204, 205  
 X-Structure, 32, 33, 34, 35, 39, 43,  
 49, 57, 58, 62, 84

Cambridge University Press

978-0-521-87115-0 - We Interrupt This Newscast: How to Improve Local News and Win Ratings, Too  
Tom Rosenstiel, Marion R. Just, Todd L. Belt, Atiba Pertilla, Walter C. Dean and Dante Chinni  
Index[More information](#)

## Index

229

- newscast audit, 6, 168, 169  
 newscast stacking, 33, 49, 53, 54, 57,  
     63, 67, 76, 78, 79, 81, 82, 83, 84, 86,  
     88, 158, 165, 168, 180, 184, 185,  
     186, 209  
 NewsLab, 77, 85, 176, 211, 219, 222,  
     223  
 newsmakers, 80, 105, 109, 110, 111,  
     129, 141  
 Nielsen Media Research, 90, 91  
 Nielsen ratings, 2, 3, 4, 5, 6, 7, 8, 9, 10,  
     11, 12, 14, 15, 17, 24, 25, 26, 27, 28,  
     29, 38, 46, 52, 56, 58, 61, 62, 64, 65,  
     66, 68, 69, 71, 74, 76, 80, 82, 83, 84,  
     85, 87, 90, 91, 92, 94, 95, 96, 97, 99,  
     100, 102, 107, 108, 109, 110, 111,  
     112, 113, 115, 116, 117, 121, 122,  
     123, 124, 125, 126, 128, 129, 130,  
     131, 132, 133, 135, 138, 139, 141,  
     145, 147, 148, 150, 152, 153, 154,  
     156, 157, 164, 165, 168, 179, 208,  
     210, 211, 213, 214, 215, 217, 222  
 audience meters, 10, 11, 12, 91  
 audience retention, 5, 8, 14, 17, 28,  
     52, 61, 64, 65, 71, 82, 84, 85, 87,  
     97, 99, 100, 101, 117, 119, 128,  
     129, 135, 141, 145, 208, 210, 215  
 demographic rating groups, 8, 27, 29,  
     61, 64, 68, 71, 76, 84, 85, 95, 97,  
     98, 99, 109, 110, 111, 112, 113,  
     115, 116, 117, 118, 127, 128, 130,  
     132, 135, 138, 139, 141, 145, 148,  
     150, 152, 154, 155, 163, 213, 214,  
     215  
 diaries, 9, 90, 91  
 function, 2  
 household rating, 27, 71, 87, 98, 99,  
     108, 109, 111, 127, 138, 139, 141,  
     148, 150, 152, 155, 157, 210  
 household share, 4, 5, 27, 29, 56, 61,  
     62, 66, 71, 76, 82, 84, 85, 87, 93,  
     95, 97, 100, 101, 108, 109, 110,  
     111, 112, 113, 115, 116, 117, 118,  
     128, 129, 130, 132, 135, 138, 139,  
     141, 145, 148, 152, 154, 155, 157,  
     208, 210, 214, 215  
 rating share, 3, 56, 61, 68, 71, 76, 97,  
     98, 99, 100, 108, 109, 110, 111,  
     113, 115, 116, 117, 118, 127, 128,  
     129, 130, 132, 138, 139, 141, 145,  
     148, 150, 152, 154, 155, 157, 210,  
     211, 213  
 sweeps weeks, 2, 3, 11, 12, 26, 46,  
     122, 208  
 Patterson, Thomas, 62, 137, 144  
 PDAs, 184  
 Pendarvis, Paula, 16, 191  
 Peterson, Gordon, 16, 191  
 Pethokoukis, James M., 104, 222  
 Pew Research Center for the People  
     and the Press, 82, 134, 208, 212,  
     222  
 Philadelphia, PA, 58, 59, 60, 200, 202,  
     204, 210  
 political malfeasance news, 61, 101,  
     210  
 politics or government affairs news, 35,  
     40, 86, 133, 135, 136, 138, 141, 142,  
     217  
 Potter, Deborah, 26, 176, 179, 222  
 pre-arranged event, 21, 44, 45, 48, 69,  
     136, 139  
 Princeton Survey Research Associates,  
     19, 216, 222  
 production values, 17  
 Project for Excellence in Journalism,  
     16, 31, 85, 134, 204, 209, 213, 222  
 public safety news, 32, 33, 35, 38, 39,  
     53, 54, 61, 63, 65, 79, 86, 88, 134,  
     206  
 Radio and Television News Directors'  
     Foundation, 55, 90, 212  
 Reality Check, 58, 87  
 Rios, Jose, 16, 191  
 Rolodex, 169  
 Santos, Mariam, 105  
 scandal stories, 20, 56, 100, 105, 193  
 sensational. *See* news stories:  
     sensationalism  
 sensational visuals, 5, 8, 33, 49, 51, 65,  
     66, 68, 76, 77, 78, 80, 85, 110, 131  
 Sioux Falls, SD, 30, 31, 49, 100, 201,  
     203

- Snyder, Jim, 16, 191
- social issues news, 31, 33, 35, 45, 86, 106, 205
- soft news, 33, 34, 54, 100, 115, 116, 121, 168, 206
- sourcing, 22, 25, 38, 63, 111, 112, 113, 117, 122, 130, 141, 146  
balance, 21, 130, 139, 169  
expert, 6, 15, 22, 23, 24, 54, 56, 84, 94, 110, 111, 112, 119, 130, 141, 145, 146, 148, 150, 156, 157, 159, 162, 188, 194, 211, 214  
number, 6, 21, 22, 84, 112, 113, 114, 130, 139, 141, 150, 152, 154, 159, 194, 209
- spot news, 46, 56, 62, 66, 68, 71, 74, 80, 87, 106, 130, 133, 167, 168, 179, 185
- St. Paul, MN, 58, 59, 60, 210
- station size, 8
- statistical analysis, 14, 28, 98, 99, 193, 208, 210, 213, 215
- story length, 10, 24, 32, 43, 51, 68, 82, 85, 87, 104, 117, 120, 153, 154, 204, 206, 209, 215
- story placement, 83, 166
- story promotion, 1, 3, 11, 14, 33, 49, 51, 52, 57, 68, 78, 82, 83, 84, 85, 92, 96, 165, 166, 171, 188, 193, 206, 209, 212
- story significance, 4, 6, 9, 12, 13, 19, 20, 24, 25, 26, 30, 32, 38, 47, 48, 49, 56, 66, 85, 86, 95, 96, 98, 101, 108, 109, 116, 119, 123, 125, 128, 129, 133, 135, 139, 141, 142, 145, 149, 150, 156, 158, 172, 177, 180, 193, 209, 215, 217
- story topic, 6, 12, 19, 42, 100, 111, 117, 126, 204
- story treatment, 12, 49, 71, 108, 113, 114, 148, 149, 150, 158, 159, 168, 183, 185, 210
- storytelling, 12, 26, 47, 56, 57, 68, 73, 80, 83, 86, 159, 177, 179, 185, 186
- substantive news 17, 20, 21, 23, 26, 31, 33, 35, 38, 45, 51, 56, 58, 60, 61, 64, 67, 68, 71, 73, 74, 76, 82, 83, 85, 86, 87, 91, 96, 100, 101, 103, 106, 107, 114, 115, 119, 122, 125, 133, 134, 138, 142, 143, 144, 145, 147, 148, 149, 150, 156, 157, 159, 163, 193, 205, 209
- survey research, 3, 4, 7, 9, 12, 13, 15, 16, 17, 40, 45, 58, 60, 82, 91, 122, 134, 141, 212, 213, 216
- sweeps weeks, 3, 11, 12, 26, 46, 122, 208. *See also* Nielsen Media Research; Nielsen ratings
- Tiedge, James T., 28, 223
- time slot, 8, 27, 28, 29, 52, 82, 95, 99, 205, 210, 211, 219
- timeliness, 33, 64, 67, 86, 87, 89, 149, 168, 189
- transportation news, 33, 48, 107
- Trauschke, Ed, 10
- Traveling Curriculum, 53, 62, 65, 162
- video feed, 21, 43, 46, 47, 48, 49, 69, 85, 107, 109, 110, 138, 144, 150
- Video Monitoring Services, 204
- video news releases, 107
- viewership, 3, 5, 9, 11, 14, 49, 52, 56, 66, 68, 70, 71, 73, 74, 80, 92, 93, 95, 96, 112, 133, 139, 142, 148, 211
- viewpoints  
balance, 6, 21, 22, 24, 45, 70, 84, 94, 112, 113, 114, 119, 121, 130, 139, 141, 145, 157, 169, 194, 209, 211
- visuals, 8, 13, 23, 25, 33, 39, 41, 42, 43, 45, 46, 51, 55, 57, 65, 66, 67, 68, 76, 78, 79, 80, 84, 85, 86, 87, 89, 90, 106, 112, 130, 133, 136, 159, 167, 168, 172, 177, 185, 189, 195, 212
- Walker, James R., 28, 221
- watchdog role, 96, 100, 138, 165
- WBBM, 31, 100, 101, 102, 104, 105, 106, 107, 198, 199, 202, 209, 222
- WCBS-TV, 36, 38, 199, 200, 201, 202, 203
- Weather Channel, 188
- weather reporting, 14, 37, 39, 42, 48, 49, 87, 91, 92, 93, 98, 114, 171, 182, 185, 187, 188, 193, 194, 212, 219

Cambridge University Press

978-0-521-87115-0 - We Interrupt This Newscast: How to Improve Local News and Win Ratings, Too  
Tom Rosenstiel, Marion R. Just, Todd L. Belt, Atiba Pertilla, Walter C. Dean and Dante Chinni  
Index

[More information](#)

**Index**

231

WEEK-TV, 178

WESH-TV, 10

WGAL-TV, 169

Wichita, KS, 58, 59, 60, 199, 201, 210

Wordlaw, Gary, 16, 191

WRC-TV, 188

WTSP-TV, 178

X Structure, 32, 33, 34, 35, 39, 43, 49,  
57, 58, 62, 84

zoning story, 74