

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

Table of Contents

[More information](#)

## Contents

Acknowledgments	<i>page vii</i>
1 A Prologue: What This Book Is For Tom Rosenstiel and Dante Chinni	1
2 The Knowledge Base Tom Rosenstiel and Marion R. Just	8
3 “I-Teams” and “Eye Candy”: The Reality of Local TV News Walter C. Dean and Atiba Pertilla	30
4 The Myths That Dominate Local TV News: The X-Structure and the Fallacy of the Hook-and-Hold Method of TV News Walter C. Dean, Atiba Pertilla, and Todd L. Belt	51
5 The Magic Formula: How to Make TV That Viewers Will Watch Todd L. Belt and Marion R. Just	94
6 Steps to Better Coverage Todd L. Belt and Marion R. Just	125
7 Putting It All into Action: Techniques for Changing Newsroom Cultures Walter C. Dean	161
8 The Road Ahead: The Future of Local TV News Tom Rosenstiel and Dante Chinni	181
Appendix A. Design Team Members	191
Appendix B. Quality Grading Criteria and Value Codes	193
Appendix C. Content Analysis Intercoder Reliability Analyses	196
Appendix D. Sample of Local TV News Stations	198

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Table of Contents

[More information](#)

---

vi

Contents

Appendix E. 2005 Follow-up Study	204
Notes	208
References	221
Index	225