

GOOD NEWS.

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Jane King

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A CHAT WITH CHARLES OSGOOD
THE CBS NEWS VETERAN, MUSICIAN AND
POET IS HONORED BY NAB ... PAGE 33

SPECIAL SECTION

Newspro

THE STATE OF TV NEWS

TV NEWS'

10 MOST POWERFUL

Familiar Names and a Bit of Shock Value
Crop Up on Our Annual List of Top Dogs

By Michele Greppi

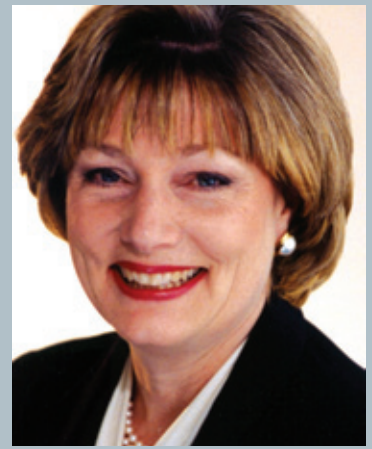
It is time for the annual drumroll, tah-dah and to-do as *TelevisionWeek* unveils its list of the 10 Most Powerful People in TV News.

With the roster comes the annual asterisk signifying that while it is painstakingly assembled, the selection and ranking process is both earnest and admittedly unscientific.

To extensive research, add backstage drama and gossip that had us tinkering and rethinking until past deadline last week, thanks to a barrage of headlines about CBS News and Katie Couric and a dribble-down-the-chin-juicy New York Times Magazine profile of MSNBC's tin-eared Chris Matthews, who has everyone talking about him—and not in a good way. You'll see that we have taken advantage of the political *Zeitgeist* to add a little more shock value than usual at the end. While most of the news players listed here are very familiar, it's some of *their* key players who are new to our spotlight.

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RTNDA@NAB



TODAY'S NEWS RTNDA President Barbara Cochran said journalistic ethics will be a main topic this year.

RTNDA AIMS TO CROSS ALL PLATFORMS

Conference Places
Priority on Digital

By Daisy Whitney

When the Radio-Television News Directors Association kicks off its annual conference in Las Vegas this

▶ **How to go digital, Page 26**

▶ **The economy takes center stage, Page 28**

▶ **RTNDA@NAB schedule highlights, Page 27**

week, the themes will be similar to those at the National Association of Broadcasters convention next door.

Top of mind for both the journalists who attend RTNDA and the industry executives who frequent NAB is the digital transition.

The annual RTNDA conference is co-located with NAB in the Las Vegas convention center. The RTNDA conference is slated to run April 13-16 and is expected to draw about 1,300 attendees, on par with last year.

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NEWSPRO ONLINE: Newspro, *TelevisionWeek's* signature section highlighting the state of broadcast journalism, is also available online. Check TVWeek.com's Newspro section for expanded versions of stories, and use our interactive features to leave feedback and thoughts on these stories along with your story tips and suggestions for future sections.



Good Luck to Everyone Attending
RTNDA@NAB.

Here's to another great convention!

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