



MARY TYLER MOORE
THE TV ICON GETS NAB'S DISTINGUISHED
SERVICE AWARD ... PAGE 20

SPECIAL SECTION

Newspro

THE STATE OF TV NEWS

10 TV NEWS' MOST POWERFUL

KEY EXECUTIVES MUST STEER
MEDIA THROUGH ECONOMIC TURMOIL

BY ELIZABETH JENSEN

It's time again for *TelevisionWeek's* list of the **10 Most Powerful in TV News**.

This year's report card comes at an awkward time: Election-year performances can't be ignored, and yet they already seem a distant memory, as the industry is roiled by the same economic turmoil as the rest of the nation.

While there are plenty of new characters heating up the airwaves, this year we've opted for executives over on-air talent for the list; they are the ones trying to navigate the downturn in advertising revenues, anticipate where and how fickle viewers want to get their news, and find the programming and personalities that appeal to the national zeitgeist.

Before we jump in, let's conduct a quick review. The criteria? It's highly subjective. Ratings count, and so do revenues (not that anyone is freely handing out those numbers, but there are plenty of whispers). So does the ability to instill fear in competitors or to spark a national conversation no matter how inane (the collective Wikipedia minds define power as "the measure of an entity's ability to control the environment around itself, including the behavior of other entities"). And it's worth noting that power can be used for ill as well as good, as Jon Stewart has been reminding CNBC executives.

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RTNDA@NAB



2009 VENUE The Las Vegas Hilton will host this year's RTNDA@NAB conference.

WEB TAKES FRONT SEAT AT RTNDA

Event Aims to Assist
in Digital Transition

By Daisy Whitney

The news directors and journalists who convinced their bosses to pony up for even a half-price ticket

RTNDA's Cochran looks back, ahead. Page 16

Hearst-Argyle's Young honored. Page 18

to this year's Radio and Television News Directors Association conference in Las Vegas will be treated to a heavy dose of Web reality at the group's annual gathering.

The gist of this year's RTNDA conference, which runs April 19-22, concurrent with the National Association of Broadcasters convention, is 100% practical—it's about the Web, the Web and more of the Web.

The actual theme of the conference is "Remodeling the Model: Get Ready for Tomorrow's Digital Platforms," and most of the sessions center on how news managers and journalists can reinvent

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