



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

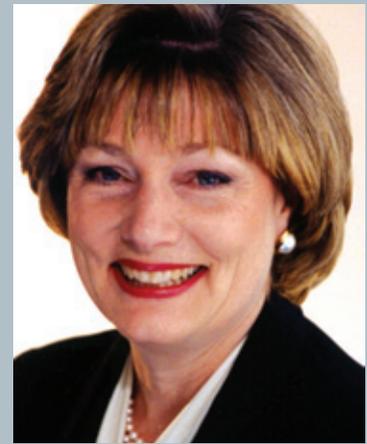
It is time for the annual drumroll, tah-dah and to-do as *TelevisionWeek* unveils its list of the 10 Most Powerful People in TV News.

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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1. STEVE CAPUS

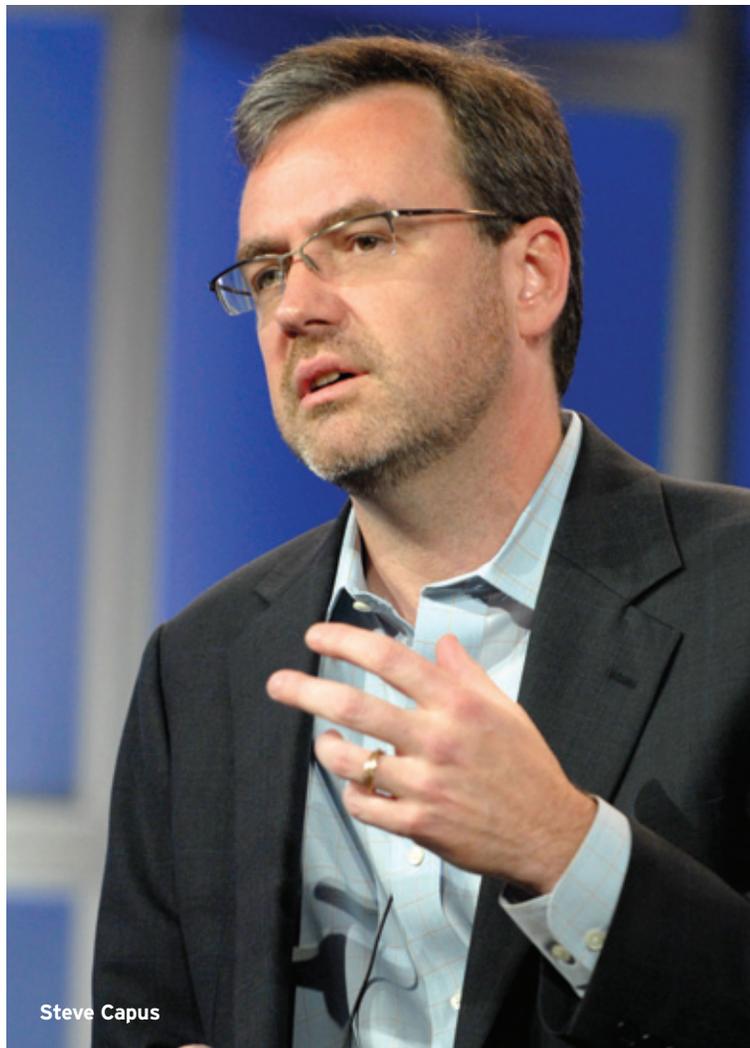
Title: NBC News president

Tenure: 2½ years

Rank last year: 2

Why he was chosen: The NBC News ship, which last year seemed to have sprung a few worrisome leaks, is once again sailing upright and steady as she used to go. “NBC Nightly News With Brian Williams” is edging out ABC’s “World News With Charles Gibson” with more regularity. The “Today” show is once again making it look easy to be No. 1, no longer letting ABC’s “Good Morning America” see it sweat as it did during close weeks last year when “Today” would find ways to eliminate some of its more vulnerable segments from the Nielsen ratings’ scrutiny. During the first quarter of this year, “Today” led by 1.2 million viewers. MSNBC.com is the leading television news organization Web site. Perhaps most tantalizing is the success NBC News has had in this long, dramatic and lucrative political season by making MSNBC “The Place for Politics.” The cable channel may finally have found its voice—brash and brass ballsy at day’s end—and a formula that makes it a valuable platform for (and not just a way of amortizing expenses of) NBC News.

Invaluable asset: His fellow MSNBC alumnus, Phil Griffin, the NBC News senior VP in charge of both “Today” and MSNBC. Mr. Griffin has been given a lot of (tight) rope with MSNBC, whose prime-time lineup tied CNN in the key news demo of 25- to 54-year-olds in March. Even when someone at MSNBC has to apologize, the incident gets a lot of ink and



Steve Capus

the names are spelled correctly. It’s not the only recent strategy that reads like a page out of a Fox News playbook—even if the political points of view are poles apart.

Nitpicking: Chatty Kathie Lee Gifford for “Today”? Does this portend a spinoff for the fourth hour? Shouldn’t it? Sunday’s New York Times Magazine profile of Chris Matthews reveals a lot of sharp elbows, but makes clear that the man who once was a fresh face now is his own worst enemy.

2. ROGER AILES

Titles: Chairman and CEO of Fox News, Fox Business Network, Fox Television Station Group

Tenure: Launched Fox News Channel in 1996

Rank last year: 1.

Why he was chosen: Fox News



Roger Ailes



David Westin

Channel is making money, money, money by racking up rating\$, rating\$, rating\$ day in, day out, year after year. The network created in his image is consistently among the 10 most-watched channels in the cable world (second-place CNN is in the low 20s and third-place MSNBC seldom even makes the Top 30). However, FNC has been oddly low-profile and sotto voce in the most portentous political year in memory despite the presence of Karl Rove in Fox News’ pundit pack.

Invaluable asset: His fierce determination to succeed makes folks reluctant to write off the Fox Business Network, which did not come out of the box six months ago showing any of the razzle-dazzle Fox News Channel displayed from the get-go. The wobbly financial sector and economy haven’t helped the channel, which was conceived as “business-friendly.” Still, Mr. Ailes and his team of senior VPs Kevin Magee and Neil Cavuto have not been able to take advantage of the Dow Jones and Co. brands News Corp. Chairman Rupert Murdoch purchased for \$6.5 billion last year.

Nitpicking: The prime-time lineup, while as popular as ever—“The O’Reilly Factor” and “Hannity & Colmes” still top the cable news ratings—seems less than potent politically this season. Except for veteran Shepard Smith, there is no next-generation breakthrough talent in the Fox stable.

3. DAVID WESTIN

Title: ABC News president

Tenure: 11 years

Rank last year: 4

Why he was chosen: He’s a survivor—the longest-tenured current TV news organization leader by far. He has finally established a line of succession. There’s an atmosphere of competitive confidence and sta-

bility. While “Good Morning America” and “World News” may not have the sense of momentum they had last year, they are vigorous and competitive. The revived “Nightline,” the international aspirations in which Mr. Westin has become an adroit player/booker and the growth of “This Week With George Stephanopoulos” into a consistent silver medalist in the Sunday newsmaker show competition lends ABC News a comforting air of tradition even as it digs for the pot of gold at the end of the digital rainbow that teases all news organizations.

Invaluable asset: Dave Davis, the executive VP overseeing ABC News programs, has more than lived up to his reputation as a smart, decisive executive with much-needed people skills. Add in his visibility and accessibility and you’ve got a big morale boost.

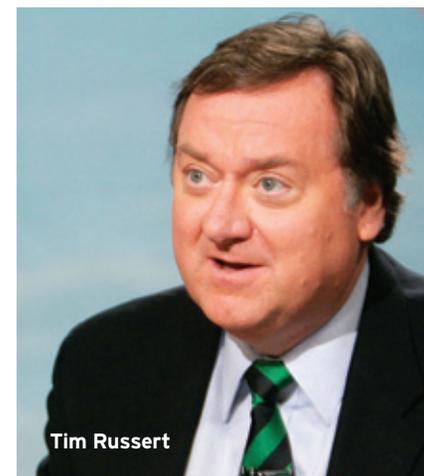
Nitpicking: Just once, could ABC hire a male correspondent who doesn’t look like a clone of Mr. Westin?

4. TIM RUSSERT

Titles: Managing editor/moderator of “Meet the Press” and senior VP/Washington bureau chief for NBC News

Tenure: Since 1991

Continued on Page 24



Tim Russert



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POWERFUL

Continued from Page 22

Rank last year: 5

Why he was chosen: If it's an election year, it must be a particularly good one for Mr. Russert, for whom "term limits" is an alien concept. When his current 10-year contract expires in 2012, he will have been the moderator of "Meet the Press" for 21 years. He's been the "Meet" man for more than a quarter of the 60 years that make the show the longest-running program in TV history and a veritable institution in the political capitol of the free world. His "Meet the Press" audience, often more than 4 million viewers strong before the show is even made available online, enjoys a 40% ratings lead over the closest competition, ABC's "This Week." It could be argued that he's more powerful than many higher-ranked news executives.

Invaluable asset: The political-TV equivalent of "Perry Mason" moments enabled by the dogged research for which Mr. Russert and his executive producer Betsy Fischer are justly famous.

Nitpicking: Mr. Russert's loyalty to people used to making familiar points in a familiar way can sometimes make his roundtables seem fusty, especially in a presidential campaign year like this when a woman and an African American man have changed the political landscape and the race and gender conversations forever.

5. JIM WALTON/
JON KLEIN

Titles: CNN Worldwide president and CNN/U.S. president, respectively

Tenure: 5 years and 3½ years, respectively

Rank last year: 8

Why they were chosen:

CNN/U.S. has revitalized itself by focusing on politics. Prime-time ratings, revenue, CNN.com traffic and morale are up. There will be the big test of avoiding precipitous ratings drops in between the election and the next big story, but for now, CNN can bask in the glow of having topped Fox News in the all-important news demographic of 25- to 54-year-old viewers in February for the first time in six years.

CNN's invaluable assets: The addiction to politics of Senior VP and Washington Bureau Chief David Bohrman and political director Sam Feist is the wind beneath CNN's politically corrected ratings wings these days.

Nitpicking: Book-ending Larry King with the youthful and vital Campbell Brown and Anderson Cooper only makes his increasing weaknesses more glaring. Yes, it's CNN's most-watched program, but "Larry King Live" also means there is no compatible audience flow, only prime-time whiplash for viewers. Lou Dobbs' angry and autocratic persona also seems increasingly out of synch with what Mr. Klein says is working for CNN—passionate middle-of-the-roadness—but no one seems able or willing to temper Mr. Dobbs. "American Morning" also represents an audience challenge.



Keith Olbermann

6. KEITH
OLBERMANN

Title: Host of "Countdown With Keith Olbermann"

Tenure: Five years

Rank last year: 6

Why he was chosen: Two decades into his career, he's become an overnight success as talk TV's first break-out liberal voice. With about 1 million viewers per night, he is MSNBC's Goliath and so he can gleefully play David to Bill O'Reilly's Goliath.

Invaluable asset: After blithely burning oh, so many career bridges, Mr. Olbermann seems inclined not to screw up this opportunity, which is arguably his best ever, especially since it comes with fun assignments and exposure on NBC Sports' Sunday Night Football bench.

Nitpicking: He remains an acquired taste.

7. BILL
O'REILLY

Title: Host of "The O'Reilly Factor"

Tenure: 12 years

Rank last year: none

Why he was chosen: He's still the ratings king of the cable news world, easily bringing more than 2 million viewers into the Fox tent at the beginning of each weeknight and giving Fox a distinct advantage in reach over its competitors. If Mr. O'Reilly writes a book, it effectively debuts as a best seller.

Invaluable asset: He can say



Sean McManus

the most outrageous—and often non-doctrinaire—things with an almost straight face.

Nitpicking: His bully-boy persona doesn't seem to frighten so many people anymore. Indeed, it can be argued his heckling has helped MSNBC's Keith Olbermann. "The Factor" often seems more interested in reading body language than in the race for the White House.

8. SEAN
MCMANUS

Titles: President of CBS News and CBS Sports

Tenure: 2½ years and 12 years, respectively

Rank last year: 7

Why he was chosen: He's smart. He's solid. He's wise to the fun and frightful ways of the rollercoaster of an industry he was born into as the son of ABC Sports legend Jim McKay. His long

tenure at CBS Sports made him familiar and reassuring to the CBS affiliates whose support he has needed as he made nitty-gritty moves they might otherwise resist—giving back significant time during "The Early Show" and moving ad spots to create a seamless transition from their local newscasts to the "CBS Evening News." While the continuing ratings challenges facing the third-place "CBS Evening News With Katie Couric" made unscheduled news last week, Mr. McManus is very good at focusing on what has been accomplished and being sanguine about what hasn't. He gambled on the volatile Shelley Ross as executive producer of third-place "The Early Show," then made a quick change six months into her rocky tenure. His decision to assign "Evening News" executive producer Rick Kaplan to temporary double duty on "Early" was rewarded with a quick ratings lift. He's got two of the sturdiest properties in TV news: "60 Minutes" and "48 Hours." And he has convinced another institution, Bob Schieffer, to postpone his retirement from "Face the Nation."

Invaluable asset: His long relationship with CBS President and CEO Leslie Moonves. Mr. McManus has been a trusted member of the team. And he knows all that entails, even the stuff that's not always pretty or fun.

Nitpicking: CBS News is the way last network to get a debate (still unconfirmed at press time). After all the Democratic candidates' much-watched back-and-forths, the question must be asked: "What's the diff?"



Jim Walton



Jon Klein

Missing a link in your chain of health expert sources?

Child Health **Expert Link** is an online directory of over 450 child health experts based at the nation's children's hospitals. A product of the National Association of Children's Hospitals and Related Institutions, it's designed especially for professional news media. Expert Link is searchable by state, an expert's media experience and foreign language skills, and specialty areas such as asthma, obesity and cancer. With a few clicks, you can access information on pediatric specialists, researchers



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and Related Institutions

and other child health professionals and how to contact them through hospital public relations.

To start your search for a credible child health spokesperson, please visit www.childrenshospitals.net/expertlink.

Child
Health
Expert Link
A MEDIA RESOURCE



N.S. Bienstock

9. N.S. BIENSTOCK

Title: Agency

Tenure: More than three decades

Rank last year: 9

Why it was chosen: Prime time in cable news would look very different if it weren't for clients represented by the agency headed by husband-and-wife team Richard Leibner and Carole Cooper, which has different clients holding down an hour from 5 p.m. through midnight on weeknight all-news cable network lineups: Bill O'Reilly at Fox; Campbell Brown and Anderson Cooper at CNN; and Chris Matthews, David Gregory and Dan Abrams at MSNBC. MSNBC's Norah O'Donnell was added to the Bienstock stable when agent Rick Ramage joined the diverse agency late last year.

Invaluable asset: A long, star-studded history as well as a focus on the road ahead, whether it's in hard news, soft news, documentary or reality programming.

Nitpicking: Bienstock and its clients are confronting the same realities as everyone else in an industry that is breeding smaller stars who will inevitably get smaller paychecks.

10. AMY POEHLER, STEPHEN COLBERT AND JON STEWART

Titles: Comedians who have affected the country's political dialogue

Last year's rank: Mr. Stewart 10; Ms. Poehler and Mr. Colbert, none

Why they were chosen: "Saturday Night Live's" Amy Poehler touched a national nerve with her portrayal of New York Sen. Hillary Clinton. During a debate with her opponent Sen. Barack Obama,



Amy Poehler

press, which put on kid gloves for Sen. Obama. Mr. Stewart was muted by the writers strike and then his stint as host of a kiss-and-make-up Oscars ceremony was made possible by the settling of the writers strike. But there are months to go in one of the most exciting contests in presidential



Stephen Colbert

campaign history and his consistent ability to do unto politics and politicians and the real journalists who cover them—Google "Tucker Carlson" and "Chris Matthews" and "Jon Stewart" and reminisce amongst yourselves—is why this fake journalist is a veteran on this list of real journalists. And his



Jon Stewart

Comedy Central spawn, Mr. Colbert, recently won a Peabody Award for his "Victor/Victoria"-like turn as a satirist playing a fake cable news icon who defines over the top.

Invaluable assets: They get it.

Nitpicking: We don't see enough of them. ■



Electricity powers our homes, our businesses, our economy.

Our world runs on electricity. It powers the appliances in our homes, the lights in our schools, the computers on our desks, and the technologies that keep our economy running. And, as our economy and population grow, so will demand for affordable, reliable, increasingly clean electricity. It is projected that, even with improvements in energy efficiency, demand for electricity will increase by 30 percent by 2030.

To meet tomorrow's energy needs, we are taking smart steps today. America's electric companies are committed to developing new technologies to generate electricity more cleanly and deliver it more efficiently. And, we are working to ensure that all of us are smart about how we use electricity today, and tomorrow. To learn more about building an electric system for the future, contact EEI's media relations department at (202) 508-5659 or visit www.GetEnergyActive.org.



Electricity: America's Smart Energy

EEI EDISON ELECTRIC INSTITUTE

NEW GOALS FOR A HIGH-TECH NEWS MARKET

More Stations Seek to Adapt to a Digital World With 24/7 Information Needs

By Daisy Whitney

When newsroom consultant Steve Safran visits a television station, one of the first questions he asks news directors and general managers is: If you were to design your business today, would it look the way it does now?

The question is usually followed by a pregnant pause, because most broadcasters would need to do a lot of things differently if they were building their stations from the ground up in today's always-on, digital media world.

That's why Mr. Safran will tackle how local broadcasters can retrofit their news operations for the digital world during a session he'll lead at the Radio-Television News Directors Association conference this week in Las Vegas. The session, titled "Leading Change in a Digital Newsroom," is slated for

"We are beyond that age of saving news for 4, 5, 6 p.m. We will absolutely break news on the Web."

Caroline Bleakley, news online manager, KLAS-TV

Monday and is one of the centerpiece panels at the convention.

"Would you build a giant TV operation with a small Web operation?" he said. "No, you would build something that looked entirely different."

That means smart broadcasters need to devote more resources to the Web. That doesn't mean just flipping stories for a station's Web site. It means building out a social Web site that's tied into the community more, he said. Stations should look at how to partner with the community, such as offering information-based widgets that individuals, Web sites and blogs can place on their Web pages. "You need to organize the local blogos-

LEADING CHANGE IN A DIGITAL NEWSROOM

**Monday, April 14
10:30-11:45 a.m.**

Moderator: Steve Safran, senior vice president/media 2.0, Audience Research & Development, Boston.

Panelists: Caroline Bleakley, news online manager, KLAS-TV and LasVegasNow.com, Las Vegas; Adam Symson, vice president/interactive, E.W. Scripps Television Station Group, Cincinnati; Marian Pittman, news director, WSB-TV, Atlanta.

Producer: Radio-Television News Directors Foundation's News Leadership Project and Chip Mahaney.

Sponsor: RTNDF's News Leadership Project and McCormick Tribune Foundation.

phere so the local bloggers are sharing your RSS feed and you are creating a vibrant community of discussion," Mr. Safran said.

He recommends stations also use the Web as a home for both breaking stories and original content. "Stations have to stop thinking of themselves as TV stations with Web sites. They have to see themselves as digital newsrooms. News goes in, news goes out, and when you gather something it immediately goes out."

Many stations are starting to do this. "We are beyond that age of saving news for 4, 5, 6 p.m. We will absolutely break news on the Web," said Caroline Bleakley, news online manager with Landmark-owned KLAS-TV in Las Vegas, the market's CBS affiliate. She'll be on Mr. Safran's panel at RTNDA.

KLAS' site, www.lasvegasnow.com, runs Web extras and extended interviews on the site. To get that additional content involves retraining reporters to call in with Web updates, for a start. Sometimes, she'll just take down the pertinent facts and write a short item based on the call, she

The screenshot shows the Las Vegas Now website interface. At the top, there's a navigation bar with categories like HOME, NEWS, WEATHER, TRAFFIC, VIDEO, HEALTH, COMMUNITY, SPORTS, ABOUT US, CLASSIFIEDS, MARKETPLACE, and LAS VEGAS ONE. Below that, there are links for eMail Alerts, Event Calendar, LasVegasNow Mobile, Site Map, Contests, Digital TV Guide, Slideshows, Jobs Now, Cars.com, Neighborhood News, and Big Shot Live. The main content area features a search bar and a list of popular links. A featured article titled "Hepatitis Scare May be Much More Widespread Than Thought" is highlighted, with a sub-headline "2004-2008 TESTED" and "2000-2004 ??". To the right, there's a "Happening Now" section with various news items like "Airline Files Bankruptcy, Cancels Flights" and "Beware: Car Warranty Scams Target Nevadans". On the far right, there's a weather forecast for Thursday, April 10, 2008, showing a high of 74°F and a low of 51°F.

said. The site also recently added hyper-targeted news and weather information for each neighborhood in Las Vegas.

The Web-centric strategy seems to be working. Unique visitors to LasVegasnow.com hit 777,000 in March, a 220% increase from last year. Ms. Bleakley said about two-thirds of Web site visitors also watch the newscasts, which means viewers are loyal to the stations and also that the station reaches viewers online that it wouldn't otherwise have reached.

Use of the station's mobile news product has risen nearly five times over the last year. "We are no longer just TV," Ms. Bleakley said.

"We are digital, multimedia, online all the time. We are way beyond expecting people to get their news at set times."

New England Cable News in Boston has worked with Mr. Safran to overhaul the Web content for the regional cable news network.

"Before we were like a

lot of TV stations—our Web site reflected what we put on air. We are working to make NECN.com a very stand-alone product you can differentiate from a TV station," said Ted McEnroe, director of digital media at NECN. "Viewers are on the Web 24 hours a day, and the expectation is you are updating



TED MCENROE
NECN.com

The screenshot shows the Clark County Homicide Report website. The main article is titled "January 4, 2008 - I-15 near Russell Road" and is dated April 7, 2008. It reports on a shooting involving a 33-year-old man, Ryan Rish, who was killed after struggling with a trooper on Jan. 4. The article includes details about the incident, the trooper's actions, and the victim's condition. There's also a section for "Locations" with a map of the area. A sidebar on the right contains a "The Clark County Homicide Report" section with a date of January 1, 2008, and a list of included items.

REGIONAL NEWS Local crime stories are part of expanded online coverage for KLAS Las Vegas.

The screenshot shows the NECN.com website. The main article is titled "Questions surround fatal home invasion in..." and is dated Wednesday, April 9, 2008. It reports on a fatal home invasion in Concord, New Hampshire, where a man was killed. The article includes details about the incident and the police investigation. There's also a section for "NEW ENGLAND" with a sub-headline "Questions surround fatal home invasion in Concord." and a "TOP VIDEOS" section with a video player.

TECH EVOLUTION NECN.com is designed to foster interactivity and is looking to be a stand-alone site that users can "differentiate from a TV station."

your site 24 hours a day."

The NECN overhaul includes adding blogs and allowing more comments, more feedback on stories and more viewer-submitted content. The main video player on the home page is designed to foster interactivity because it includes buttons to embed, link, email and share videos on the video player.

As stations become platform-agnostic, they should expect changes in workflow, said Adam Symson, VP of interactive at E.W. Scripps Co. television stations group, who will speak on the panel.

"We've got to re-engineer every workflow that has us tied to spe-

cific times for our news distribution. For the most part, as an industry, that we organize our entire day around a morning meeting that determines what the news is 9 hours later seems archaic in an era when consumers have access to every news source—local, national or global—at all times."

Stations also need to use research to understand not just what viewers want on-air, but what they want online, what kinds of news and information they are seeking and how they want it delivered, Mr. Symson said. ■

AGENDA HIGHLIGHTS FOR RTNDA@NAB

MONDAY, APRIL 14

Registration

7:30 a.m.-4 p.m.

Business Meeting Breakfast

7:45-8:45 a.m.

RTNDA Chairman Bill Roswell will bring members up to date on RTNDA activities, and RTNDA board candidates will speak.

All Industry Opening Ceremony

9-10:15 a.m.

Charles Osgood will be honored with the NAB Distinguished Service Award. This event includes NAB President & CEO David Rehr's State of the Industry Address.

Sponsor: Accenture.

Exhibit Hours

9 a.m.-5 p.m.

Leading Change in a Digital Newsroom

10:30-11:45 a.m.

Moderator: Steve Safran, senior vice president/media 2.0, Audience Research & Development, Boston.

Panelists: Caroline Bleakley, news online manager, KLAS-TV and lasvegasnow.com; Las Vegas; Steve Safran, senior vice president/media 2.0, Audience Research & Development, Boston; Adam Symson, vice president/interactive, E.W. Scripps Television Station Group, Cincinnati; Marian Pittman, news director, WSB-TV, Atlanta.

Producer: RTNDF's News Leadership Project and Chip Mahaney.

Sponsor: RTNDF's News Leadership Project and McCormick Tribune Foundation.

Does Your News Audience Research Data Reflect Your Newscasts?

10:30-11:45 a.m.

Producer: Bob Long, vice president and news director, KNBC-TV, Los Angeles.

Exhibitor Showcase Session Classroom: Covering Sports When You're Shut Out of the Arena

10:30-11:45 a.m.

Panelists: Janice Gin, associate news director, KTVU-TV, Oakland, Calif.; Kathleen A. Kirby, partner, Wiley Rein LLP, Washington; Tim Moushey, news operations manager, WBNS-TV, Columbus, Ohio; Fred Nation, executive vice president of communications, Indianapolis Motor Speedway, Indianapolis; Greg Shaheen, vice president, men's basketball, National Collegiate Athletic Association, Indianapolis.

Producer: Kevin Finch, news director, WISH-TV, Indianapolis.

Mobile, Digital & Syndicated Content

10:30-11:45 a.m.

Moderator: Jaime Spencer, director, Magid Media Labs, Frank N. Magid Associates, Marion, Iowa.



Las Vegas Hilton

Panelists: Bill Burke, director, AP online video operations, deputy director, ENPS, Associated Press, Washington; Jimmy Goodman, vice president & general manager, CBCBC New Media Group, Raleigh, N.C.; Sandy Malcom, executive producer, CNN.com Video, CNN.com; Atlanta.

Producer: Lane Beauchamp, managing editor, CBS Television Stations Digital Media Group, New York.

Turn Everyday Events Into Memorable Stories

10:30-11:45 a.m.

Facilitators: Les Rose, photographer for CBS News, Los Angeles; Al Tompkins, broadcast/online group leader at The Poynter Institute, St. Petersburg, Fla.

TV Luncheon

12:30-2:15 p.m.

Longtime "Price Is Right" host Bob Barker will be inducted into the NAB Broadcasting Hall of Fame.

Ice Cream Social

2:30-3:45 p.m.

Join friends and colleagues for ice cream in the RTNDA@NAB Exhibit Hall.

Tough Talks for Top Managers: Live!

4-5:15 p.m.

Facilitator: Jill Geisler, leadership and management group leader at the Poynter Institute, St. Petersburg, Fla.

Panelists: Brian Bracco, vice president of news, Hearst-

Continued on Page 29

To maintain our quality of life, we should provide reliable and affordable electricity for **future generations** while **protecting the air** we breathe.

Nuclear Energy

*Today's Solution to Help Meet
Our Future Energy Needs*

Nuclear energy helps keep our air clean by producing 20% of our electricity without emitting any greenhouse gases. But in two to six years, fast-growing electricity **demand** in some regions of the U.S. will **challenge** our electric **supply** reliability.

We need to expand **diverse supplies** of electricity production along with energy efficiency and conservation.

Nuclear energy is a **solution** we have today to help meet our future electricity demands.

Nuclear. Clean air energy.

Find out more by visiting nei.org.



NUCLEAR ENERGY INSTITUTE



BROADCASTERS FOLLOW THE MONEY TRAIL



EXPENSE REPORT John Harwood, CNBC chief Washington correspondent, says the economy is the most critical issue facing candidates in the 2008 presidential race.

Coverage Refocuses as Financial Issues Move to Forefront, Ahead of Reporting on Iraq War

By Debra Kaufman

Special to TelevisionWeek

Job losses are on the increase. Mortgage defaults are a growing problem. And another quarter of negative growth was just reported.

"You have unprecedented situations unfolding," said CNBC Chief Washington Correspondent John Harwood. "The Feds backstopping JPMorgan's acquisition of Bear Stearns changed the debate on what to do for homeowners in trouble."

Mr. Harwood noted that, not too long ago, the Iraq war was seen as the most critical issue for candidates for the 2008 presidential race. "Now the economy is that thing," he said. "We're focused on the mortgage meltdown and the credit crunch and what effect that'll have on the 2008 election—which presumably is pretty large, but no one knows how."

Pundits may debate whether the economy is in a recession, but financial correspondents are unanimous that their reporting is enjoying a bull year. "There's a real appetite for business news now," said Alexis Glick, anchor and VP of business news at Fox Business Network. "We're going through a volatile, turbulent time in the market and it's an important time to disseminate the news. People want to know the implications of what's going on."

"Not since the Depression do you have a Federal Reserve improvising policy on the fly, acting in unprecedented ways to manage an unprecedented crisis," said ABC News financial correspondent Betsy Stark. "Voters have made it clear that this is an important issue to them. It's a no-brainer that we should be paying attention."

Financial journalists who can combine market savvy with good storytelling are in demand. "At the broadest level, business and financial reporting is a huge growth area in U.S. journalism," Mr. Harwood said. "The economy is getting more complex and is rapidly changing at



a time when increasing numbers of Americans, whether or not they're individual stock investors, have skin in the game. People are in so much distress and anxiety over financial institutions and instruments they don't understand well that [journalists] who can explain the financial industry and where it's headed are at a huge premium."

Top Issue

The popularity of financial reporting is prompting broadcasters to create more ways of reaching viewers. Fox News just launched the Fox Business Network on Oct. 15, with journalists such as Ms. Glick who are correspondents in finance or worked as traders, economists or attorneys. "This is an incredible opportunity for us as the newer network to leverage the Fox News brand," she said.

CNN also recently launched Issue #1, an initiative that will leverage the assets of CNN Worldwide to bring in-depth coverage of what Americans say is their No. 1 issue: the economy. "We saw an obvious opportunity to apply the same template we use for political coverage to coverage of money and how the economy is affecting our viewers," said CNN/U.S. President Jonathan Klein.

Issue #1 launched with a week of programming from noon to 1 p.m. ET and special reports throughout the day, anchored by Ali Velshi, CNN senior business correspondent and host of "Your \$\$\$\$," and Gerri Willis, CNN/CNNMoney.com personal finance editor and anchor of "Open House."

Mr. Klein reported that Issue #1

"Not since the Depression do you have a Federal Reserve improvising public policy on the fly."

Betsy Stark, ABC financial correspondent

is the result of brainstorming between the business news coverage group for TV and the CNN-Money.com managers. "We're trying to make clear the connection between often-bewildering financial news and your pocketbook, your kids' college fund and your retirement fund," said Mr. Klein. "We do it in a very plain-spoken and accessible way. We are focusing

on making the economy relatable and relevant to our viewers."

Making economic news understandable and relevant to the average viewer is a strategy also described by other network correspondents. At Fox Business News, Ms. Glick talked about her network's mission statement as "marrying Wall Street and Main Street."

A Human Face

Ms. Stark talked about ABC News' "signature series" of "kitchen-table economy [stories], to take an extraordinary moment in the U.S. economy and put a human face on it." "We look at what's happening with housing, inflation, losing a job, facing foreclosure, trying to run a family business," she said. "I've been sitting with families around their kitchen tables and telling the story from a very personalized point of view about what a downturn, what a housing crisis feels like and showing you how to cope with it."

The 2008 elections also up the ante for financial correspondents. "What you have is, in real time, candidates adjusting their policy stances and message to fit the circumstances that are changing in the middle of their campaign," said Mr. Harwood. "You've seen



FOX BUSINESS NEWS
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Pardus Pushing for Valeo Break-up, Visteon Stake Buy

ALL BUSINESS Fox Business Network was launched by Fox News on Oct. 15, using on-camera journalists with a background in business, economics or law.

[Republican Sen. John] McCain try to preserve his flexibility as a free-market conservative who doesn't want to appear out of touch with the scale of the economic problem. In the case of [Democrats Sen. Hillary] Clinton and [Sen. Barack] Obama, they're either announcing new policies or adapting ones they've already announced in response to voters' anxieties."

At CNN/U.S., Mr. Klein reported that Issue #1 election coverage will cover the candidates' proposed solutions for the economy. Elsewhere on the network, political stories will acknowledge that the main driver of interest in the election is the economy.

Although Ms. Stark noted that ABC News political correspondents are more likely to take the helm when it comes to election coverage, she'll still provide "a reality check." "Certainly I think we've got an activist government now in terms of policy, so it means there's more intersection of politics and the



TRAFFIC ABC financial correspondent Betsy Stark is focused on the intersection between politics and the economy.

AGENDA

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Argyle Television, Inc., Kansas City, Mo.; Marci Burdick, senior vice president broadcasting & cable, Schurz Communications, South Bend, Ind.; Scott Libin, news director, WCCO-TV, Minneapolis; Andrea Parquet-Taylor, news director, WXYZ-TV, Detroit.

Producer: RTNDF.

Sponsor: McCormick Tribune Foundation.

Making User-Generated Content Part of Your Overall Strategy, Online and On Air

4-5:15 p.m.

Moderator: Jan Schaffer, executive director, J-Lab: the Institute for Interactive Journalism, College Park, Md.

Panelists: Dan Beckman, creative executive-collective journalism, Current TV, San Francisco; Rosemary Danon, CEO, Citizen Correspondents, Visalia, Calif.; Maximilian Duke, manager, interactive media, WPBT-TV, Miami; Mitch Gelman, senior vice president and senior executive producer, CNN.com, Atlanta.

Producers: Bob Long, vice president and news director, KNBC-TV, and Jan Schaffer.

Win the Weather War

4-5:15 p.m.

Panelists: Peter Dykstra, senior executive producer, CNN U.S., science and technology, CNN, Atlanta; John McLaughlin, chief meteorologist, KCCI-TV, Des Moines, Iowa; Dr. Joel Myers, founder and president, AccuWeather, State College, Pa.

Producer: Hudson Mack, news director, CHUM Television, Victoria, B.C.

Global Goods, Local Impact: Understanding Today's Retail Reality

4-5:15 p.m.

Moderator: Simon Marks, president and chief correspondent, Feature Story News, Washington, DC.

Panelists: Roberta Baskin, director, I-Team, WJLA-TV, Washington; Kerry Sanders, correspondent, NBC News, Miami; Gretchen Stanton, senior counselor, World Trade Organization, Geneva.

Producers: RTNDF, Keith Porter, the Stanley Foundation.

Get Hired!

4-5:15 p.m.

Moderator: Denise Dowling, assistant professor, University of Montana, Missoula, Mont.

Panelists: Neal Bennett, news director, WVIR-TV, Charlottesville, Va.; Chris Carl, news director, WDEL, Wilmington,

Continued on Page 31

economy," she said. "We have to pay close attention to what's happening on the Washington axis, how the government is reacting whether it's the rebate checks or the federal mortgage relief bill. It adds dimension to the story."

Web sites are another way that broadcasters can add depth to the financial information. Mr. Klein reported that Issue #1 drives viewers to CNNMoney.com, which has experienced a 40% uptick as a result. "It's a seamless experience for the viewer," said Mr. Klein. "You can learn more on-air and online."

Rich Sources

Ms. Stark said it's also her best opportunity to hear from viewers. "After I did that first kitchen-table story, we got an overwhelming response, and that became a rich source for other stories," she said. "The Web site has multiplied the ways that we can reach out around the country and talk to anybody with a computer."

Looking into the near future, financial correspondents see coverage of the continued Democratic primaries. "Every time there is a primary, we look at the individual state, its unemployment rate, how the municipalities look and if they're impacted by the credit market," said Ms. Glick, who noted the party conventions also will be a fruitful venue for stories.

What about post-election? "Unless you think the problems with the economy will be solved as of Nov. 5, I think Issue #1 will remain issue No. 1 on the minds of viewers for some time," said Mr. Klein. "And CNN will stay on top of it."

Mr. Harwood also looks beyond the immediacy of the elections and sees the relevance of financial reporting for some time to come. "Globalization is the central fact of our times, and economic integration is how that's being expressed. That creates change in the U.S. and everywhere in the world, and it's an incredibly important story," he said. "There's never been a better time to be a financial journalist." ■

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STRAIGHT TALK The RTNDA conference will include sessions on election coverage.



RTNDA

Continued from Page 21

RTNDA usually attracts reporters, news directors, producers and students, said Barbara Cochran, president of the association. At this year's event, the association will turn its focus to the digital revolution and what that means for journalists covering news across multiple platforms. The show also is celebrating the legacy of Edward R. Murrow because 2008 is the 100th anniversary of his birth. The closing session, titled "What Would Murrow Do?," will address jour-

nalistic ethics in a digital world.

The conference will combine these two themes by asking how to maintain journalistic standards and integrity in the fast-changing digital world. "We have the digital revolution going on, but if content isn't great, the technology doesn't matter. You have to have a marriage of the two," Ms. Cochran said.

Sessions will dig into entertainment versus news value, objective reporting alongside opinion journalism and business models for the future. "[We will look at] what is going to succeed in business and how to protect good journalism values and where we are going

RTNDA@NAB

What: Annual conference of the Radio-Television News Directors Association, held in conjunction with the National Association of Broadcasters' annual show
Where: Las Vegas Hilton
When: April 13-16
Details: rtnnda.org

with the business model," she said.

Speakers will tackle topics such as breaking news, the presidential election and the impact of the Internet's 24-hour, always-on news cycle on journalism. "If there is a big breaking story, a news director can be standing in the middle of the room saying, 'Which platform do we focus on first?'" Ms. Cochran said. "That has increased the pressure and compressed the time you have available to make good decisions. The ease with which all these things can be transmitted through digital media raises new questions about the editing process. Who is standing there to make sure that what we are sending out is valid and true and fleshed out?"

In addition to philosophical questions, attendees should glean answers to practical questions about the digital transition, said Ed Esposito, VP of information media at Rubber City Radio Group and the chairman-elect of RTNDA, who

"We have the digital revolution going on, but if content isn't great, the technology doesn't matter."

Barbara Cochran, president, RTNDA

helped plan the sessions. The conference should help attendees answer questions such as whether they are ready to go digital and how to handle the technical aspects of reformulating news for multiple venues. In addition, look for sessions on the budget and equipment a station needs for new media, as well as whether a station needs a new set, music, graphics and other equipment for hi-def news, said Rick Osmanski, VP of conventions with the RTNDA.

A number of sessions will address how and when to repurpose news for the Web, podcasts, mobile and other venues, and also how and when to create fresh content for those venues. "What are the secrets to make sure we efficiently move our content over multiple platforms in a way that provides a quality program?" Mr. Esposito said. "What we want people to take away are the tools they can use to help their news department do a better job with the resources they have without losing sight of quality journalism."

To get there, news organizations also need to invest in training for their staffers to make sure journalists know how to maintain their focus on core values in a digital newsroom. "We still need to get quotes right and respect truth and accuracy," Mr. Esposito said. ■

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AGENDA

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Del.; Mark Kraham, news director, WHAG-TV, Hagerstown, Md.; Jerry Post, executive news director, KXLY-TV, Spokane, Wash.

Producers: Denise Dowling and Mark Kraham.

Paul White Award Ceremony and Reception

5:30-7 p.m.

Radio-Television News Directors Association honors ABC correspondent Sam Donaldson with the 2008 Paul White Award.

TUESDAY, APRIL 15

Registration Hours

7:30 a.m.-3 p.m.

Joint RTNDA/NAB Super Session and Breakfast: Election 2008: The Home Stretch

7:30-8:45 a.m.

(Barron Room)

Moderator: John King, chief national correspondent, CNN, Washington.

Panelists: Sam Donaldson, correspondent, ABC News, Washington; John Harris, editor in chief, Politico.com, Washington; Peter Maer, White House correspondent, CBS News, Washington.

Producers: RTNDA and National Association of Broadcasters.

Beating Burnout: How Newsroom Leaders Manage Employee Stress

9-10:30 a.m.

Facilitator: Kevin Benz, news director, News 8 Austin, Texas.

Producers: RTNDA's News Leadership Project and Kevin Benz.

Sponsor: McCormick Tribune Foundation.

The Digital Conversion Countdown: It's Later Than You Think

9-10:30 a.m.

Moderator: Dave Sirak, news operations manager, WFTV, Orlando, Fla.

Panelists: Bob Hesskamp, Senior Vice President -CNN Broadcast Engineering & Systems Technology, Atlanta; Chris Jadick, news director, WFTS-TV, Tampa, Fla.; Mack McLaughlin, CEO, FX Group, Ocoee, Fla.; Anita L. Wallgren, program director, TV Converter Box Coupon Program, National Telecommunications & Information Administration, U.S. Department of Commerce, Washington.

Producer: Dave Sirak.

Going Local ... in a New Direction

9-10:30 a.m.

Moderator: Dan Shelley, director, digital media, WCBS-TV and wcbstv.com, New York.

Panelists: Cory Bergman, director of digital media, KInd.G5.com and NWCN.com, Seattle; Jacques Natz, director of digital media content, Hearst-

Argyle Television, New York.

Producer: Lane Beauchamp, managing editor, CBS Television Stations Digital Media Group, New York.

Get Down to Business: Dollars and Sense Reporting Money Matters to Your Audience.

9-10:30 a.m.

Moderator: Stuart Varney, anchor, Fox Business Network, New York.

Panelists: Patti Dennis, vice president/news director, KUSA-TV, Denver; Lynn Jimenez, business reporter, KGO-AM, San Francisco; Carrie Schwab Pomerantz, chief strategist, consumer

education, Charles Schwab & Co./president, Charles Schwab Foundation, San Francisco.

Producers: RTNDF and Patricia A. Seaman, National Endowment for Financial Education.

Sponsor: National Endowment for Financial Education.

Exhibit Hours

9 a.m.-5 p.m.

Going Solo

9-10:30 a.m.

Facilitators: Pete Liebengood, president, OnQCo, Redwood City, Calif., and Paul Sulsky, owner, Solar Software, Avid/Apple certified instructor and editor, Baltimore.

Coaching Young Talent

10:45-Noon

Panelists: Terry Anzur, talent coach, Terry Anzur Coaching Services, West Covina, Calif.; Jolene DeVito, coaching specialist, Talent Dynamics, Irving, Texas; Tony Martinez, performance & long-form production coach, the Coaching Company, Dallas.

Producer: Denise Dowling, assistant professor, University of Montana, Missoula, Mont.

Exhibitor Showcase Session Classroom: Tips, Tricks and 20 Widgets for Your Web site

10:45-Noon

Moderator: Steve Safran,

senior vice president, AR&D, Natick, Mass.

Panelist: Jeff Parsons, director of content, Internet Broadcasting, St. Paul, Minn.

Producer: Lane Beauchamp, managing editor, CBS Television Stations Digital Media Group, New York.

Radio Luncheon

12:15-1:45 p.m.

Legendary disc jockey Larry Lujack will be inducted into the NAB Broadcasting Hall of Fame, media innovator Robert W. Pittman will be the luncheon speaker and the 2008 NAB Crystal Radio Award winners will be announced. ■

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Q&A

OSGOOD ADDS NAB AWARD TO HIS RESUME

The Poet, Journalist, Author and NAB Winner Discusses a Long, Fulfilling Career

In addition to his broadcast career that began more than 50 years ago, Charles Osgood is a poet, a musician, the narrator of the hit animated feature "Horton Hears a Who!"—and now can add recipient of the NAB Distinguished Service Award to his long list of accomplishments.

As host of "The Osgood File," airing four times daily on the CBS Radio Network, and anchor of CBS News' "Sunday Morning" since 1994, Mr. Osgood shows no signs of slowing down. Awak-

ening every weekday at 2:30 a.m., he finds the stories he covers and the people he meets to be a source of endless fascination.

Known as CBS' poet-in-residence, Mr. Osgood reveals some of his feelings in verse. In a poem called "Powers That Be," he opined about authority figures:

*All our lives we have heard of the powers that be.
The people in charge who control you and me.
Who decide what will happen...and when they decide,
You and I have to just go along for the ride.*

*But events seem to happen each day and each hour
That aren't controlled by the ones with the power.
The Prime Ministers, Presidents, Emperors too
Find there's only so much that they're able to do.*

*When it comes to things that in fact do occur,
The powers that be...or the powers that were...
Do not really hold the whole world by the stem.
They don't manage events...the events manage them.*

Mr. Osgood discussed getting



Charles Osgood

his start in broadcasting, his views on the news business and his favorite place to get away from it all with TelevisionWeek correspondent Hillary Atkin. The following is an edited transcript of their conversation.

TelevisionWeek: *Congratulations on the NAB Distinguished Service Award. You're certainly no stranger to awards. How do you feel about getting this one?*

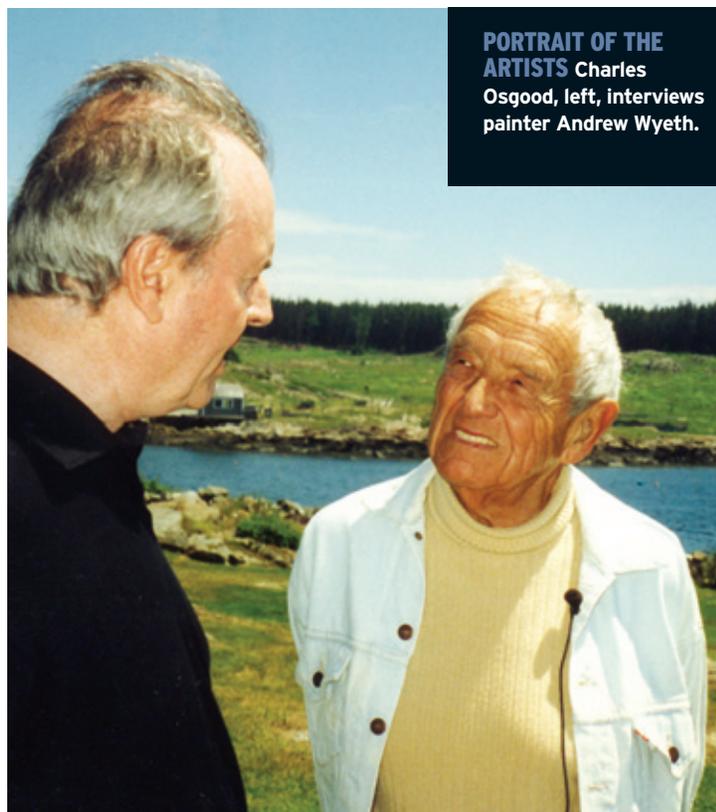
Charles Osgood: Well, I think this is a very special one. I mean, the list of people who've gotten it in the past years is very, very impressive, and—I recognize almost all those names. The only name that I don't recognize is my own.

TVWeek: *You've obviously had a very illustrious career. But when you were starting off in the business, what was the world of broadcasting like and what were your aspirations?*

Mr. Osgood: Well, my first aspiration was to get a job. ... I had been very interested in radio but I never had majored in the subject. I worked at the radio station at Fordham University in the Bronx. [After graduating] I went looking for a job in radio. ... I took a job in Washington. I got out of Fordham

in 1954, so it's been a long time, many years now, 54 years. But there was a draft, and I was IA, and I had taken a physical, and I expected I'd be called up pretty much anytime. But I did apply for a job by answering an ad in Broadcasting Magazine, and I ended up working at WGMS, "Washington's Good Music Station." I only knew a little bit about classical music. I had taken piano lessons as a kid, and I knew a little bit about the names and all that, so I was happy to get that job. It was only about six months later that I was going out to dinner with a friend of mine, who was working for the other classical music station—there were two at that time—and his relief [announcer] turned out to be showing up in an Army uniform. It was a very fancy uniform, blue with braids and harps and epaulets and all that. It turned out that he was in the Army band. And I asked him what instrument he played, and he said he played the mouth—he was the announcer of the band. I said, "There's a job like that in the Army?" and he said, "Yes," and I said, "When are you getting out?" He said, "Next month." So I joined the Army to get that job as

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PORTRAIT OF THE ARTISTS Charles Osgood, left, interviews painter Andrew Wyeth.

MAKING A SMOOTH TRANSITION

Osgood Jumped Ship Early From Finance to Broadcasting

By Hillary Atkin
Special to TelevisionWeek

Not many people know this, but Osgood is not Charles Osgood's last name. His given name is Charles Osgood Wood III, but he became known as Charles Osgood at the beginning of his broadcast career in the 1950s because there was a Charles Woods who also worked at Washington radio station WGMS.

Charles Osgood Wood had graduated from Fordham University with a bachelor of science degree in economics, but it was quickly clear to him that broadcasting, not finance, was his future. In short order, he was named the general manager of WHCT-TV in Hartford, Conn., where he realized he would rather be on the air than be the boss. After a stint at ABC Radio News, in 1967 he joined WCBS Radio in New York as an anchor/reporter.

Forty-one years later, all of them at CBS, Mr. Osgood is still on the radio with "The Osgood File" four times a day, five days a week, on nearly 300 stations across the country. And he is the highly regarded anchor of CBS News' "Sunday Morning," where he took over the reins from the equally acclaimed Charles Kuralt in 1994, who called Mr. Osgood "one of the last great broadcast writers."

Mr. Osgood joined CBS News in 1971, and has served as a reporter and anchor on its television programs including "The CBS Morning News," "The CBS Evening News With Dan Rather" and "The CBS Sunday Night News."

Along the way, he has won the admiration of the audience and his peers and racked up an impressive series of honors, including four Emmy Awards and three George Foster Peabody Awards.

"He has a great journalistic background, an air of authority, and people are very, very comfortable with him," said Sean McManus, president of CBS News and Sports. "There aren't that many journalists like him, and when they do come along, you make sure you put them in a place to be seen and heard by as many people as possible."

Juggling

In 2005, Mr. Osgood received both the Paul White Award, presented by the Radio-Television News Directors Association, for lifetime contribution to electronic journalism and the Walter Cronkite Excellence in Journalism Award from Arizona State University. This year he is the recipient of the National Association of Broadcasters' Distinguished Service Award.

"I couldn't have predicted how this was going to turn out," said Mr. Osgood. "I realize that I had the privilege to be in this business of reporting and storytelling at a wonderful time for it,

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Q&A

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announcer for the Army band. I was in the Army for three years, 1955 to 1958. And I continued to work at WGMS part-time.

TVWeek: How would you describe the broadcasting world in the late '50s?

Mr. Osgood: Well, it was quite different. First of all, I was working just in radio, I didn't do any television at that time, but as I mentioned I had worked at WGMS, the classical music station in Washington. That was owned by RKO General, and I had become program director there. Shortly after I got out of the service, I got to know the brass at RKO General, and I found out that they were going to have a paid television station in Hartford, Conn. And I asked a lot of questions about it, I thought it was a fascinating idea, and they made me the general manager of the first big television station in the United States. That was in—let me see. 19 ... 63. And so for the best part of the year I worked in television as the general manager of a pay television station.

TVWeek: It sounds like a great job.

Mr. Osgood: It was a great job, but I hadn't thought I would be a program director anywhere either, and that's what I did at WGMS. This station in Hartford, Conn., was really one-of-a-kind. There was nothing else like it. I didn't know how to run a pay television station, but neither did anybody else. So we got an experimental license to do that and it was fascinating. But among the things that I discovered is that although the idea of being a boss was great in principle, I didn't actually like doing it. I didn't like the idea of having to supervise people and tell them what to do, and hire and fire people. I liked being on the air much more. So after I got fired from that job, being a general manager, I found another job in New York at ABC.

Frank Maguire, a friend I had worked with at the radio station at Fordham, was putting together a show called "The Mayer Report" on the ABC Radio Network. I was one of four guys who were hired at the same time. One of the other four was a disc jockey who had worked at WMCA in New York as a DJ, and he had brought along a fellow by the name of Ted Koppel, who was a desk assistant and who had never been on the air, even at WMCA, which was a problem. That's where I first stepped in.

Ted had aspirations beyond that, and so did I, except his career moved faster than mine did. He was, as everybody now knows, extremely talented. In fact, he was offered a job at WCBS. They were about to go to an all-news format, and they had heard him on the air and were very impressed, and asked if he would like to go to work for that station. He declined, and I think obviously so because he was going to do very well on



SUNDAY BEST Charles Osgood live on the set of "CBS News Sunday Morning" in 2004, when the show celebrated its 25th anniversary.



'SUNDAY MORNING' Senior producer Estelle Popkin, Charles Osgood and exec producer Rand Morrison in the CBS control room.

the course he was on. But he actually proposed that they hire me. He thought I would like working for CBS. And that was 40 years ago.

TVWeek: I bet it's gone by in the blink of an eye, right?

Mr. Osgood: How did you know that? I mean, the older you get, the faster the time goes by. But I can't believe it, but I wouldn't give up any part of it. I am very happy that things worked out the way they did.

TVWeek: What have been the most challenging stories that you have covered over these past few decades?

Mr. Osgood: Because they happen every day, and you go and do these stories every day—you know, I do four radio shows five days a week. So that's 20 shows a week. And when I say show, I mean—it used to be that we never called them weekly shows, they were broadcasts. And I did these 20 broadcasts by getting up really early in the morning. I still get up at 2:30 in the morning. I have that many stories to do. And I don't think very much once I've done it. I turn to the next one. In fact, even later the

same day, people would say, "What stories you did today?" And I can only remember the last one. You have to wipe what you did before out of your mind and go with a clean slate into the next one. So when people say, over the last 40 years, what are the [major] stories you covered, well, you know, they're all very interesting, but each day is interesting, and you work with whatever has happened that day.

TVWeek: How do you manage to do four radio pieces a day Monday through Friday, and then anchor "Sunday Morning"?

Mr. Osgood: At 2:30 in the morning I get up and I go in there, and I don't know when I'm headed in to work what the programs are going to be. I have a producer whose full-time job is to help me organize what I'm going to do. And also, to produce the broadcast. And when I start out, I don't know. And sometimes, after I've finished the first broadcast, I still don't know what the third one or the fourth one is going to be, but you take a look at the possible material you have, what the interesting stories in the morning are,

and what we have available in the way of tape. So that's the way it goes. And there are some broadcasts among themselves, specialty, that maybe use some music or I write a little piece of poetry or something like that to put in there. But it's not something that you can really think about very long in advance, and in most cases not something you would think about very much anyway except for those stories that are just, you know, that everybody remembers.

TVWeek: Some stories are continuing and you cover them day in and day out for months or years at a time. Are there any of those that have been especially challenging or stand out?

Mr. Osgood: I find that a very hard question to answer, because you focus on it very intently while you're doing it, but you have to keep your mind ready to accept whatever the next storytelling possibilities are. And it never lets you down, you know. That's the thing about the news, it's a river—it's continuous. But you don't want to find yourself saying exactly what you said last week, or last month, or last year. And I think we do tend to repeat ourselves a little bit, but I try to fight it—I tell everybody I'm working with that if they catch me doing that, please let me know, so I won't do it.

TVWeek: What elements make up a good story?

Mr. Osgood: I think it's the same kind of thing that would make a good story whether it was the news or not. You know, we do call them news stories, and I think our job is storytelling. So I think that it's good if it has an element of drama, maybe a twist or surprise; obviously it's got to have characters in it. You have to try to talk about them in a way that makes you—you know, try to make people under-

stand what we're talking about. I have two and a half minutes to tell it. That's not very long.

The broadcast itself is four minutes and change. But there are commercials in there, and the format takes a certain amount of time just to say hello and goodbye.

I think if I find a story fascinating, I should be able to tell it so it will be fascinating to other people, too. If I find it kind of boring or just like yesterday, then I would prefer to find some element in it different than before. You know, the stock market goes up, the stock market goes down, there's calamities in the news, but those are not necessarily the things that you most remember. I think people are endlessly fascinating, you know. We like to hear about them. And so those are the elements. It helps if it has a beginning and a middle and an end—you have to have some sense of where you are in the story. It's not just a list of things, you know, the actual information. It's also a story.

TVWeek: What is that old saw—there are no boring stories, just boring reporters. Is that taught in journalism school?

Mr. Osgood: Now here's one thing that I think. If the reporter wants to convey the impression that he is one smart guy who knows it all already, or who is a little cynical or he finds all of us rather tiresome and doesn't mind letting you know, that's going to be tiresome and boring to listen to. But none of us knows everything, so those things that come as a surprise, it doesn't mean that we're not good reporters. It means we're open to be told something, and we don't think we know it all.

TVWeek: From television to movies—I understand you're a big

Continued on Page 36

WALKING WITH THE GIANTS

Broadcaster Charles Osgood Joins Illustrious List of Past NAB Honorees

By **Hillary Atkin**
Special to TelevisionWeek

When veteran broadcaster Charles Osgood receives the National Association of Broadcasters' Distinguished Service Award today in Las Vegas, he will become the latest in a long line of luminaries to receive the honor, which was first handed out in 1953, 30 years after the organization was founded.

Mr. Osgood, anchor of CBS News' "Sunday Morning" and of CBS Radio Network's "The Osgood File," joins an elite group that includes two presidents of the United States—Herbert Hoover and Ronald Reagan—and leg-

endary icons of broadcasting including CBS founder William S. Paley, David Sarnoff, Edward R. Murrow, Bob Hope, Chet Huntley and David Brinkley, Walter Cronkite, Cokie Roberts, Oprah Winfrey, Peter Jennings and Charles Kuralt.

"Charles Osgood has received some of the highest praise in broadcast journalism for his engaging wit and imaginative commentaries," said NAB President-CEO David K. Rehr. "We are honored to recognize him for the significant contributions he has made to the broadcasting industry."

This is Mr. Osgood's third honor from the NAB. He was inducted

into the organization's Hall of Fame in 1990 and was awarded its Marconi Radio Award in 1993 for outstanding performance.

"Are there any awards he has not received? This may be the only one," said Dennis Wharton, NAB executive VP of media relations, citing Mr. Osgood's trophy case, which includes four Emmy Awards and three George Foster Peabody Awards. "The Distinguished Service Award goes to only one person, and is recognized as the absolute highest honor we present every year. The recipients are the crème de la crème of broadcast icons. We think Charles Osgood stands among those giants."

The recipient is determined by NAB's board of directors based on staff recommendations of the broadcasters who have made sig-



OPRAH NABS IT Oprah Winfrey shows off her Distinguished Service Award at the Las Vegas Hilton during the NAB conference in 2004.

nificant and lasting contributions to the broadcasting industry. The criteria: life-long service to the business, viewers and listeners—and a talent that lifts one to the top tier of the industry.

"He's a broadcaster who appreciates the art of a well-crafted sentence. I respect that quality in him, that he understands the craft of great writing," Mr. Wharton said. "With Charles Osgood, you're comfortable inviting him into your home and hearing him on the radio. He respects the audience, which is something I think that sets him apart from some of his younger contemporaries."

Another thing that sets Mr. Osgood apart from other DSA honorees is his concurrent work in television and on the radio.

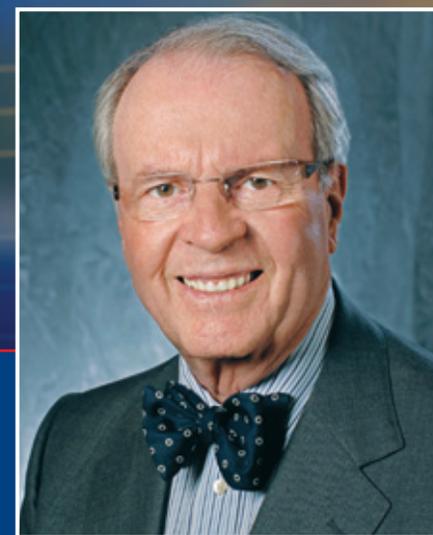
"It's an unbelievable honor, and

we're thrilled about it," said Bart Tessler, senior VP of news and talk programming for Westwood One, which syndicates "The Osgood File" to 284 radio station affiliates. "He's a consummate professional in everything he does. The style and substance and content of the pieces are beautiful."

"He has carved out a unique position in television and radio. He's distinct," agreed Mr. Osgood's boss, Sean McManus, president of CBS News and Sports. "You hear his voice on the radio, and it's like no one else's in terms of content and creativity and recognizability. On TV he has an aura and ease about him that makes him the perfect anchor for Sunday morning. There aren't that many people who have those qualities, and you're instantly reminded of it." ■

Congratulations, Charles,
on this well-deserved award.

From your friends and colleagues at CBS.



CBS NEWS
EXPERIENCE YOU CAN TRUST.

PREVIOUS NAB DISTINGUISHED SERVICE AWARD RECIPIENTS

- 1953 David Sarnoff
- 1954 William S. Paley
- 1955 Mark Ethridge
- 1956 Robert Kitner
- 1957 Herbert Hoover
- 1958 Frank Stanton
- 1959 Robert Sarnoff
- 1960 Clair R. McCollough
- 1961 Justin Miller
- 1962 Edward R. Murrow
- 1963 Bob Hope
- 1964 Donald McGannon
- 1965 Leonard Goldenson
- 1966 Sol Taishoff
- 1967 Chet Huntley / David Brinkley
- 1968 Lowell Thomas
- 1969 John Fetzer
- 1970 Rosel Hyde
- 1971 Neville Miller
- 1972 Billy Graham
- 1973 Ward Quaal
- 1974 Richard Chapin
- 1975 George Storer
- 1976 Julian Goodman
- 1977 Harold Krelstein
- 1978 J. Leonard Reinsch
- 1979 Jack Harris
- 1980 Donald Thurston
- 1981 Arch Madsen
- 1982 Walter Cronkite
- 1983 Vincent Wasilewski
- 1984 Elton Rule
- 1985 Wilson Wearn
- 1986 Grant Tinker
- 1987 Martin Umansky
- 1988 Mark Fowler
- 1989 James Duffy
- 1990 William Smullin
- 1991 Thomas Murphy
- 1992 Ronald Reagan
- 1993 Dick Clark
- 1994 James Quello
- 1995 Stanley Hubbard
- 1996 Charles Kuralt
- 1997 Barbara Walters
- 1998 James Dowdle
- 1999 The Cox Family
- 2000 Frank Bennack
- 2001 Catherine L. Hughes
- 2002 Richard E. Wiley
- 2003 Cokie Roberts
- 2004 Oprah Winfrey
- 2005 Lowry Mays
- 2006 Tom Brokaw / Peter Jennings / Dan Rather
- 2007 David Wolper

Q&A

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fan of Theodor Geisel's. Is that what drew you to narrating a part in "Horton Hears a Who"?

Mr. Osgood: What drew me into doing it is I got back to the office from lunch one day, and my assistant said, "20th Century Fox called. They want you to narrate 'Who'" And I said, "Who? Who was it really?" You know, I didn't think that was very likely. But the very first book that I'd done was called "Nothing Could Be Finer Than a Crisis That Is Minor in the Morning." I dedicated that book "To Theodor Geisel, Dr. Seuss, for giving me a new way to look at the Neuss." N-E-U-S-S. And that was because I was speaking in those rhymes, I was reading those stories to my own kids. And I got a note from him. I didn't send him a copy of the book. I don't know how he found out that I had done that. But I got a note from him on Cat in the Hat stationery.

He wrote, "Nothing could be finer than to be an Osgood inspire-ner."

But it's been many years since then. When he died I wrote a poem about him and his work, my reaction to it. But this ["Horton" job] came as a total surprise, and they told me that they had thought about using me for this for a while. And it was so fun to do. It's not that it's glamorous or anything—I didn't get to meet any movie stars—but it was fun going into a studio and seeing these pictures and narrating the story to the picture. I think that's just a fascinating thing to do. And I'm really glad the movie seems to be doing very well indeed.

TVWeek: *Not only are you a broadcaster and an author, you're a poet and a musician. Tell me about how you express all these talents that you have.*

Mr. Osgood: I've really picked them all up as I go along. I mean, I did take lessons, and I know from B flat, but I don't read the music, you know, with all the notes, to take a piece of classical music and sit down and play. But when I was in the Army band, my roommate, he was and is a composer, and we wrote some songs together, and he wrote the music to some verse pieces that I had. He ended up doing pieces for "Kojak," by the way, John Cacavas is his name, and he's still out in Beverly Hills, and we still stay in touch.



BIG PARTY Charles Osgood celebrates 25 years of "CBS News Sunday Morning" with producers Rand Morrison and Estelle Popkin.

Music and poetry, they're very closely related, they have to do with the sound of it, and meter, and all those things that are common to both. It's pretty much the same thing.

TVWeek: *You've written six books and I understand you have a new one coming out. What inspired you to become an author?*

Mr. Osgood: Well, most of these books that I've done have been collections of pieces, you know, radio pieces that I've done, or some of the newspaper columns that I've written, or pieces that are portions of things that I've done. Sometimes I've done collections that actually come from other people. There was a book of World War II humor. I soon have a book coming out that's called "A Funny Thing Happened on the Way to the White House," which is just going back to, oh, starting around World War II and going forward about some of these things that have happened, in politics and candidacies—and not just presidential politics. It's a pretty good field if you start looking for funny stuff.

TVWeek: *What is your take on this current election cycle? Is it different from those in the past? People have been saying, "I've never seen anything like this." What do you think?*

Mr. Osgood: I think they recognize that no matter what happens, no matter which party wins, it's going to be either somebody who was considered a long shot not that many months ago or it's going to be the first woman ever or the

first African American ever. And the dynamics of the personalities involved, and the time in history and all that, I don't see how anybody could think it's not a fascinating time. The way it's all worked out, it's just a good story.

TVWeek: *I understand that you have a house in France. Does spending time away change your perspective on the United States?*

Mr. Osgood: Yes, it does. I think that travel is broadening. I have a home there, so when I go to France I don't usually tool around. I usually go there and stick around the general area of St. Tropez. I can actually see St. Tropez across the gulf, and it's beautiful. When we're there, it's mostly in the spring and summer, the light is beautiful, as so many bathers have found. The smell is great, you know, the vegetation, the flowers are terrific, there's wonderful food and wonderful wine....

And the French really are famous for joie de vivre, the joy of life. And so, what's to not like?

TVWeek: *How often do you get to go over there?*

Mr. Osgood: I spend a total of about 10 weeks a year. I can do the radio show from there, and I sometimes do. Having been at CBS for 40 years, I get a certain amount of time off, and I take advantage of that. I only miss three or four "Sunday Morning" broadcasts during the summer, so it's not as if I'm neglecting my

duties there. I find that it's very therapeutic—For one thing, I do these broadcasts in the morning. And when I'm home I have to get up at 2:30 in the morning. But it's a six-hour time difference [in France], so I can sleep much later.

And that does help. Also, when I'm over there, I find it's pleasant just to garden and eat, or to go for a walk with my wife or friends. We have people come visit us. We have five kids and three grandchildren, and we see them over there quite a lot, too.

TVWeek: *It sounds lovely. Finally, what advice would you would give to broadcasters who are just starting out in the business today?*

Mr. Osgood: First of all, I would wish that they have as grand a time in their careers as I've had in mine. That they would get to work for people who have been as wonderful to them as my people have been to me. That they get to work with people who are both talented and inspirational on their own. I think the great thing about news broadcasting is that you don't do exactly the same thing every day. You learn something every day, that's important too. You meet wonderful people. You work in a business that's constantly new.

I'm a talker. I love telling stories and I love being with people, and hearing their stories. There's nothing more pleasurable, as far as I'm concerned. Television always makes fun of talking heads. But that's what I am—I'm a talking head. ■

**Broadcast Pioneer.
Award Winning Journalist.
Friend.**

**Congratulations from the CBS
Affiliates on being honored with the
NAB Distinguished Service Award.**



BIO

Continued from Page 33

because it's fascinating, with people and events, nobody could ask for anything more."

Juggling his responsibilities in radio and television, Mr. Osgood has one of the most grueling schedules in the business. He wakes up every weekday at 2:30 a.m. and gets to the CBS Broadcast Center on 57th Street by 4 a.m., where he broadcasts "The Osgood File" four times during morning drive.

"There's no one else doing this. Others have attempted it, but Charlie does four pieces every day."

Bart Tessler, Westwood One

"I've been doing this for such a long time that it's become sort of natural to me," Mr. Osgood said.

"The great thing is Charlie does everything; hard news, features, and he's very well known for his poems. Across the board, I'm very appreciative of what he does and love listening to his work," said Bart Tessler, senior vice president of news and talk programming for Westwood One, which syndicates

"The Osgood File." "There's no one else doing this. Others have attempted it, but Charlie does four pieces every day, from the top stories to medical issues, science and features. That's tough as far as ability and the demands on a person. It takes a unique skill set to pull it off."

And when others who work early mornings might be going home for the day, Mr. Osgood is heading to meetings with producers on "Sunday Morning" to prep the weekly broadcast. Often, he goes out in the field to shoot a story.

On Saturdays, he comes in to the studio to record elements of the show—often several times. Yes, he does live nearby, within walking distance.

Sunday is normally his shortest day of the week. He comes in by 6 a.m. to work on last-minute rewrites, and he and the staff are wrapped by 10:30 a.m.—giving him time to enjoy a leisurely brunch or take in a play or a concert.

"He's so enthusiastic and curious about the world. He brings that and his intelligence to every venture," said "Sunday Morning"

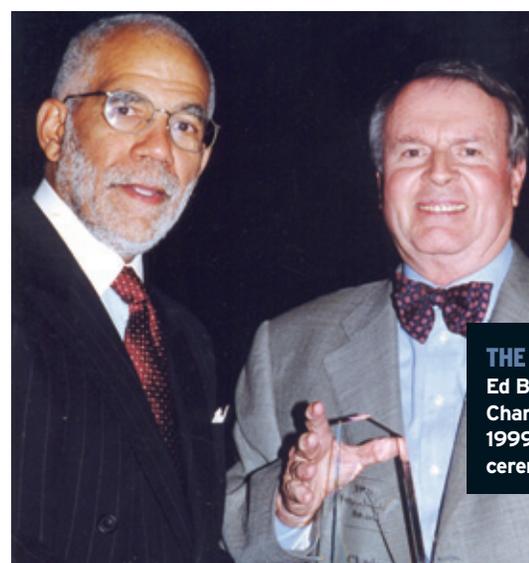
executive producer Rand Morrison, who has worked with Mr. Osgood for almost 10 years. "The energy he brings, it pushes the story to a certain level. He's a real, genuine, down-to-earth, generous, kind person. It sounds incredibly fulsome. There are people you say nice things about to be polite that are not truthful. He's the real deal."

It's been 14 years now since Mr. Osgood took over the Sunday morning broadcast from Mr. Kuralt. "The first Sunday, the way we open the show, he said, 'Good

morning, I'm Charles Osgood and this is 'Sunday Morning.' I know, it sounds strange to me, too.' In any case, it was self-deprecating and honest, and it was real," Mr. Morrison said. "That's what's so great about Charlie. I love this guy. I feel so lucky I get to work for him."

"He was following somebody with an equal amount of recognizability,"

said Mr. McManus. "It was a difficult role, with large shoes to fill, and [former CBS News President] Andrew Heyward should be given a lot of credit for the decision. 'Sunday Morning' is unlike any other show on TV, and Charles Osgood is the right man for the right job."



THE NEWS PROS
Ed Bradley, left, with Charles Osgood at the 1999 IRTS Awards ceremony.

"I'm sure it was a daunting task to take over from a legendary broadcaster," added Mr. Morrison. "What's great is not only that he made a successful transition and followed in the footsteps, but he is in himself a highly regarded broadcaster. It was a daunting responsibility to succeed, but he's done so with aplomb. It turns out Charles Osgood is one of a kind."

Mr. Osgood is the author of six books, with another, "A Funny Thing Happened on the Way to the White House," due out next month. His previous titles are "Nothing Could Be Finer Than a Crisis That Is Minor in the Morning" (Holt, Rinehart & Winston, 1979), "There's Nothing I Wouldn't

Do if You Would Be My POSSLQ" (Holt, Rinehart & Winston, 1981), "Osgood on Speaking: How to Think on Your Feet Without Falling on Your Face" (William Morrow & Co., 1988), "The Osgood Files" (G.P. Putnam's Sons, 1991), "See You on the Radio" (G.P. Putnam's Sons, 1999) and "Defending Baltimore Against Enemy Attack" (Hyperion, 2004).

Another television and radio personality has adopted the moniker "The King of All Media," but Mr. Osgood is clearly a contender in that realm. He has performed with the Mormon Tabernacle Choir and played the piano and banjo with the New York Pops and Boston Pops orchestras. ■

Fordham University, *the proud alma mater of*

Charles Osgood

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congratulates the "poet-in-residence" of CBS News on receiving the 2008 National Association of Broadcasters' Distinguished Service Award.

Joseph M. McShane, S.J., *President*

