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Canada

**Differences In the CBC and CTV News Broadcasts' Use of
Selected Production Variables**

Mandie Aaron

A Thesis
in
The Department
of
Education

Presented in Partial Fulfillment of the Requirements
for the Degree of Master of Arts at
Concordia University
Montréal, Québec, Canada

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Abstract

Differences in the CBC and CTV News Broadcasts' Use of Selected Production Variables.

Mandie Aaron

Television news has become a major source of information for a vast number of people. Given this, it is important that the news be as informative and precise as possible such that the viewers will be able to remember it and subsequently act on it in some way. Several studies have indicated that certain production variables - recaps, story length, story placement and visuals - may play an important role in the subsequent recall and understanding of the news.

This study used a content analysis methodology in order to determine if two Canadian television networks, one publicly owned and the other private, did, indeed, differ in their use of these variables. The results of the study indicate that neither newscast uses recaps and that placement and length of stories was generally the same. A difference between the networks was found regarding visuals. The CBC consistently used a higher percentage of four out of five visual categories. Chi-square tests of independence were calculated on two of the visual categories. The results of these tests indicate that the CBC and CTV are independent in their use of these variables.

Further research into the most effective ways in which the variables could be combined to best facilitate recall and comprehension of television news is recommended.

Dedication

This thesis is dedicated, with much love, to my Gramma.
She has been there for me and wished me luck every step of the way.

Acknowledgements

I gratefully acknowledge the love and patience that my parents have given me over the years. Without them, I would not be here and for that I am truly thankful.

I would like to thank my supervisor, Dr. Gary Coldevin. He has helped me and inspired me right from the beginning.

My thanks also go to Dr. Robert Bernard and everyone else who has helped make the last three years most memorable.

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Chapter One

Introduction

News, especially television news, has the ability to inform and educate a vast number of people. Furthermore, it has the potential to spur people to action. A perfect example of this ability and potential was reflected during the famine in Ethiopia in the 1980's. It was not until millions of television news viewers saw horrifying pictures of a starving population that major, worldwide, efforts began to help remedy the situation. Unfortunately, as the story faded from headline news so too did the action and interest being taken. Such is the power of television and the news that it broadcasts.

Granted, this power can be abused as well. A strong example of this possible abuse is the vast number of televangelists that have inundated the television airwaves. While one of the latest Gallup polls has shown that "seven of ten Americans see televangelists as untrustworthy with money, dishonest, insincere, with no special relationship to God" (Grady, 1989, p. B - 3) there is still a large number of people who watch these programmes and donate vast sums of money to the television preachers. In fact, the number of people who give, usually "lower-income, less-educated, elderly Southerners or Midwesterners, is stable" (Grady, 1989, p. B - 3). This is true despite the trials and convictions of televangelists for fraud and misappropriation of funds. While television itself is not responsible for these failings it is responsible for the widespread access to people that the televangelists had.

Given this awesome potential and the widespread access of television and the news it broadcasts, it is the duty of those responsible for its production to ensure that the news is as carefully researched and presented as practicable.

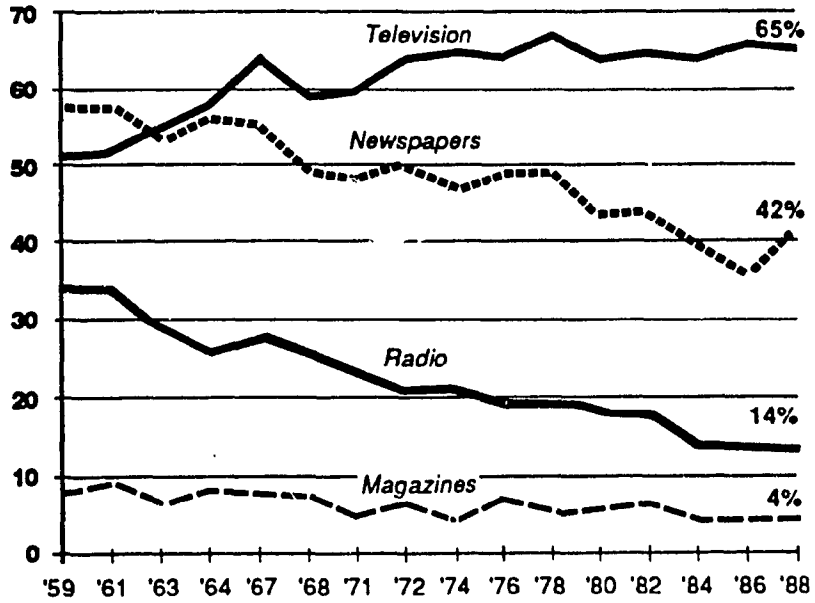
Since people are going to gather the bulk of their information from television news than that news had better be as accurate, complete and unbiased as possible for without these three attributes there is a dangerous potential for misinformation and subsequent misguided action.

Literature review

Many media provide news and information to the public but none does it more pervasively and potentially powerfully as does television. In light of this power, it is important to examine and understand exactly how news and information is conveyed, via television newscasts, to the public. It is also important to know how to produce these news and information programmes such that as great a percentage as possible of the viewing public will receive, retain and understand, at least a substantial part, of the message(s) being conveyed.

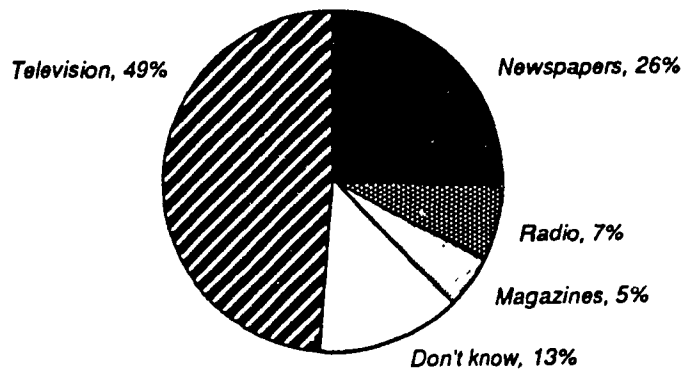
Television news has been shown to be the credible source from which most of us obtain our information about the world. Numerous television studies have been conducted, the impetus behind most of them being the vast number of people who watch the news. One organization which has been following America's television viewing habits for many years and whose results are most often used as the rationale behind the importance of television research, is the Roper Organization. A recent report, commissioned by the Television Information Office commemorating the organization's thirtieth anniversary, indicates that the television watching trend is continuing. Specifically, as depicted in Figures 1 and 2, it indicates that television is both the primary and most credible source of news for almost two-thirds of American adults (Miller, 1989).

Americans' Primary Media Sources of News
(Multiple responses permitted)



From: Miller (1989)

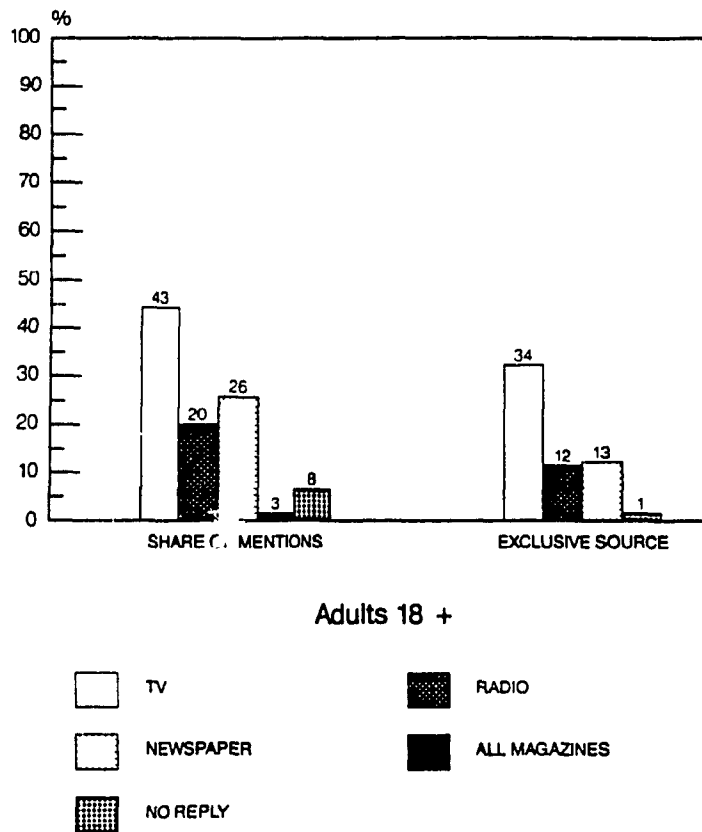
Which Media Report is Most Credible?



From: Miller (1989)

A report prepared by the Television Bureau of Canada [TBC] (1983) indicates that, while the percentage is a little lower than the American figures, Canadian adults also get the majority of their news from television (Figure 3) and that that source is believed to be the most educational, factual, exciting and influential .

Main Source of News



From: Television Bureau of Canada, 1988

Also, Gunter (1985) cites a survey by the Independent Broadcasting Authority, a British organization, which in 1982 reported that, "when asked to name their source of world news, about 90% of the British public typically mention television" (p. 397). Wulfemeyer (1982), in a study investigating

audience preferences in local news broadcasts, found that 42 percent of the participants cited television as their major source of information. As a result of this reliance and the importance that people, in at least three different countries, place on the news, many researchers have carefully studied television news by examining the ways in which it is gathered, produced, viewed, and remembered.

The importance that researchers place on the ability to recall and learn from the news and the concern that news is not remembered as well as one would hope is reflected in the numerous studies and inquiries that have been conducted in this area. Neuman (1976), for example, found that half of his subjects could not recall one single item of an evening's newscast. And, of those subjects who did recall, the average was only 1.2 stories out of a potential average of 19.8 stories. This figure did improve for aided recall but only to an average of 9.9 stories.

Stauffer, Frost and Rybolt (1983) wanted to discover whether cueing an audience to pay attention to a newscast and telling them that they would be questioned about the newscast right after would increase their subsequent recall of that newscast. The findings for cued recall were encouraging with the cued sample recalling fifty-eight percent more news items than the non-cued sample (Stauffer, Frost, & Rybolt, 1983). However, "neither group as a whole recalled more than 25 percent of the stories" (p. 29).

Katz, Adoni, and Parness (1977, p. 239), in a study investigating the effect that pictures had on recall, found that "20 percent [of the subjects were] unable to recall even one item of the television news". Dismal findings were also reported by Perloff, Wartella, and Becker (1982). They found that, even under what they considered to be optimum conditions (i.e., the use of recaps), "subjects...still ended up with less than half the items correct" (p. 86). Wilson

(1974), also reported poor information gain in a simulated newscast. Specifically, for unaided, immediate recall of the newscast there was an information loss of approximately 79 percent.

Three of the above mentioned studies tried to improve the viewers' recall by manipulating a variable. In one case it was cueing the viewer, in another it was the use of visuals and in yet another it was the use of recaps. While these studies result in recall that is still not high enough, it should be pointed out that the recall is nevertheless significantly improved. Consequently, news production variables have to be considered as integral a part of the news as the items themselves.

Coldevin (1976, 1981), identifies and discusses several television production variables and their relative effectiveness; variables which are later found to be related to recall of television news items. Berry, Gunter, and Clifford (1982) also identify and discuss the importance of television production variables as a means by which recall can be improved. Brosius (1989) lends further support to the idea that certain variables, such as presentation variables and news content, influence learning from television news. And, in a study by Klein (1979) it was hypothesized that perhaps the organization of a newscast would effect recall in a positive way. These findings were not supported but suggestions for further research did include both use of film and length of news stories as possible variables which may effect recall (Klein, 1979).

A considerable amount of research in the area of news comprehension and how to improve it has also been conducted by a team of Swedish researchers working under the auspices of the Swedish Broadcasting Corporation (Findahl, 1987; Findahl & Höijer, 1981; Findahl & Höijer, 1982; Findahl & Höijer, 1985). Findahl and Höijer (1981) reported that, based on several studies they had conducted, viewers of television news do not understand a significant

proportion of what is being broadcast since they are not sufficiently versed in the events which are featured to be able to understand what the news is trying to convey to them. They summarized their findings by saying that "broadcast news is written for the initiated" (p. 401). As a result of this, the news is often misunderstood by the majority of the people who see it.

The goal, therefore, of these researchers is to change the presentation of the news in some way so that it will be better comprehended. One of the ways in which they proposed to do this was with repetition, throughout the story, of the main points of the story (Findahl & Höijer, 1982). Furthermore, they proposed that giving more background information on the news item would greatly increase the comprehensibility of that item (Findahl & Höijer, 1982; Findahl & Höijer, 1985).

Additional research in the area of news comprehension has also indicated that the language used to convey the news may be too complex for people to comprehend. House1 (1984), for instance, concluded that "the linguistic complexity of a television news story significantly affects how well listeners will comprehend and remember information" (p. 508).

In the course of the above mentioned studies, it has been discovered that many production and presentation variables may influence the success with which television news is recalled by its viewers. The focus of this investigation will be on four such production variables - recaps, story length, story placement and the use of visuals.

Specifically, it has been found that the use of recaps in news broadcasts is an important factor to consider in the subsequent recall of the news by the viewing subjects. While the number of studies that have been done explicitly investigating the effects of recaps on news item retention, has not been

overwhelming, the results that have been obtained are significant enough to warrant their further investigation.

A study by Perloff, Wartella, and Becker (1982), for example, demonstrated that long recaps of a few sentences increase retention of story details when the important elements of a news item are reiterated at the end of the news programme. Furthermore, they found that subjects exposed to recaps "continued to exhibit an increment in learning at the second measurement" (Perloff, Wartella, & Becker, 1982, p. 85) which occurred at least one week after the original viewing of the newscast.

This study by Perloff, Wartella, and Becker was the first to provide empirical support for the contention that recaps in television newscasts do, in fact, enhance recall of the news. A later study that did investigate the effects of recaps on television news recall was conducted by Bernard and Coldevin (1985). In this study it was hypothesized that the use of recaps would enhance retention of recapped news items as opposed to unrecapped stories and that the use of recaps would "promote better recall of the gist of the stories (i.e., the main idea of the story), but to have little effect on memory for specific details" (Bernard & Coldevin, 1985, p. 409). The study also contrasted the relative effectiveness of two different types of recaps - oral recaps alone versus oral recaps with graphic enhancement.

The results of the study supported the hypothesis that recapping would increase recall of the main ideas of the news stories with no difference being found for the two different recap types. It was also found that, while items were recalled more or less efficiently depending on their location in the newscast, this effect was negated by the use of recaps. In other words, items in a favourable position in the newscast would be recalled worse than items not in a favourable position in the newscast if these items were the ones being recapped at the

end of the newscast. The above findings suggest that item location and recaps should be used in combination in order to optimize the effects of each on recall of news items.

Even though only the main idea of the news story was being recalled, in the Bernard and Coldevin study, and not the specific details, as in the Perloff, Wartella, and Becker (1982) example, any improvement in recall is worth noting and investigating further. Subsequent research could examine how to enhance both the recall of the main idea of the story as well as the specific details of the story. Perhaps, as suggested earlier, it would be possible to use recaps and item placement, together, as a means to this end.

Another study that examined the effects of recaps on television news learning was carried out by Son, Reese, and Davie (1987). This study also examined the effects of visual-verbal redundancy on television news learning, findings which will be discussed in another section. They hypothesized that "a newscast with story recaps will lead to more understanding than a story with no recaps" (Son, Reese, & Davie, 1987, p. 210).

The results of this study support those found by Bernard and Coldevin (1985) but not those found by Perloff, Wartella, and Becker (1982). Son, Reese, and Davie (1987) found that the use of recaps increased the general understanding of the newscasts but did not improve recall for the more specific details. The reason for this discrepancy may be attributed to the type of recaps used in the studies. The Son, Reese, and Davie (1987) study as well as the Bernard and Coldevin (1985) study both used short recaps whereas the study by Perloff, Wartella, and Becker (1982) used longer summaries. One would assume, however, that in the latter study, due to these longer recaps, that general understanding of the newscast would also improve, but this was not the case. More extensive research is needed in this area before any decisive conclusions

can be made but the evidence to date is compelling enough to warrant further investigation.

Two other production variables that have been established as effecting the subsequent recall of a news item are the length of a story within a newscast as well as the placement of that story. However, while story length and placement have been examined in the research, it has not been to a very large degree. Furthermore, the results that have been obtained from this research have been somewhat inconclusive and contradictory. Nevertheless, regardless of these shortcomings, story length and placement are still of sufficient importance and interest to warrant their further investigation. It is for this reason, as well as providing an impetus for further research, that they are being included in the present study.

Booth (1970-71) postulated that certain variables in radio, television and newspapers may influence recall of the news being presented. Amongst other variables given, placement of the item as well as the relative amount of time devoted to that item were cited as possible influences on recall. Pertaining only to television, items presented first or last were said to have a favourable position. Two factors were cited as reasons for this effect.

Firstly, items appearing in the initial position are likely to have and sustain more of the audiences' attention than are items appearing later. Also, the item presented last is often one which differs substantially from all preceding items in the newscast thereby, once again, increasing the attention given to that particular item. This occurrence is attributed, in learning theory, to the isolation effect which infers that something significantly different from whatever else it accompanies will be learned and recalled much easier due to that item's uniqueness (Booth, 1970-71).

The second reason for this effect is taken directly from serial learning theory which, as quoted in Booth (1970-71, p. 606) states that "the material presented first or last is learned more readily because there are fewer competing responses to interfere with learning". The study conducted by Booth tested these ideas and concluded "that news items assigned a favorable location are recalled more readily than items not enjoying such a location" (Booth, 1970-71, p. 610) but that the amount of time devoted to items, while important, was not as influential upon recall as was location (Booth, 1970-71).

In a study conducted by Gunter (1979) serial position of news items was examined but it was examined in relation to different presentation modes and picture content. While, the results indicated that "the serial position of a news item can have a powerful effect upon its probability of being recalled, this effect can be substantially offset by the use of picture material" (Gunter, 1979, p. 60). In other words the effects of serial position were confounded with these different presentation modes and picture content thereby making it difficult to determine if serial position, on its own, is an important variable to consider in relation to recall. Serial position has, however, been isolated in studies looking at research in television news and also in later research by Gunter (1983).

Berry, Gunter, and Clifford (1982) point out that "as in the learning of any list of items, the serial order of news items affects the level of retention" (p. 302). Furthermore, Foote and Steele (1986) state that the "lead, or first story, in a television newscast has special significance" (p. 19). Gans (1979) and Westin (1983) also discuss the importance of the lead story of the newscast. Stories placed in the first position are usually ones which are considered to be the most important of the day and are therefore given this prominent position.

Gunter (1983), in a brief review of the research on recall in the news, discovered that there are two important production techniques that influence

recall of the news, the first being the way in which the news is packaged and the second being the use of visuals. Earlier research began with the examination of the serial position of items and the subsequent effect this position would have on recall. Results from these initial studies indicated that "items presented at or near the beginning and at or near the end of a news bulletin were much more likely to be remembered shortly after viewing than were items which occurred in the middle of the sequence" (Gunter, 1983, p. 169).

Also, in an interesting, incidental, finding in a study conducted by Bernard and Coldevin (1985) it was found that, while serial position was not specifically manipulated, a recency and primacy effect nevertheless occurred. Thereby, providing further evidence which supports the emphasis that should be placed on the placement of stories within a newscast.

In a study by Katz, Adoni and Parness (1977) which examined the effects of visuals on recall, it was found that the placement of an item within a newscast effected the subsequent recall of that item. Specifically, "the more prominent [the item], the better [it was] remembered" (p.239). Furthermore, they found that the longer time spent on an item, the better that item was recalled - a result which challenges the typical rapid manner in which the news is presented.

Previous research has indicated the positive effects that story length and placement have on comprehension. Davis and Robinson (1986) report that, while their research also indicates a relationship, "length and placement were not found to be especially strong factors in comparison to other predictors" (p. 183). They found that lead and closing stories were usually the best understood but that at times the lead story was the least understood (Davis & Robinson, 1986). They attribute this lack of comprehension to "the inclusion of too much extraneous visual and verbal information" (p. 189).

Pertaining to the effects that story length had on comprehension of the news, Davis and Robinson (1986) report that the longer the news story the better it was understood no matter where it was placed in the newscast. It is assumed that these lengthier stories did not contain any superfluous materials, either visual or verbal, which may have hindered comprehension.

The final production variable that will be examined is the use of visuals. Several studies have indicated that the use of visuals in a newscast effect how well the news will later be recalled. Of the production variables that have been targeted for examination in this study, the one that has received the most attention has been visuals. While extensive attention has been paid to this variable in the literature, the contradictory results that have been obtained are somewhat daunting to those trying to make some sense out of them.

As early as 1962, researchers were making assumptions that production variables played an important role in the effectiveness of television news. The main assumption was that "the *nature* of news, *per se*, dictates the techniques of presentation" and, by extension, that "the *techniques* of presentation determine both *interest* in the news and *information gain*" (Hazard, 1962-63, p. 44). Hazard (1962-63) wanted to experimentally resolve the issue of presentation techniques, specifically the effect that pictures had on, interest in and learning from, television news. The results of his study indicate that "whether or not the stories were presented by film, still picture, or man on camera seemed to have no effect on either interest or information gain scores" (Hazard, 1962-63, p. 49). Rather, Hazard found that certain characteristics, such as socio-economic status and political affiliation, determine the extent of interest in and learning from the news that will occur.

While television news and the way it is produced may have changed dramatically since 1962, the questions surrounding what constitutes effective

visuals have remained ones which inspire a great deal of attention. A study by Booth (1970-71), for instance, examined the recall of news items in relation to, among other variables, the "use of pictorial materials to accompany the presentation of an item" (p. 604). The results of this study indicated that, as a result of introducing another channel of information to the viewer, accompanying pictorial material that is redundant or related to the verbal information being presented does increase the viewers subsequent recall of the news items.

It is clear from the above two examples that different answers to basically the same question have been obtained. A study by Edwardson, Grooms and Pringle (1976), for example, indicated that, like the results of Hazard, film used in conjunction with news stories had no effect on information gain in the viewers.

Katz, Adoni and Parness (1977) on the other hand found that "the recall of news items immediately following a major news broadcast is somewhat improved by seeing the news rather than hearing it" (p. 239). This study answered the question of whether or not there was greater recall when one saw the news rather than when one only heard it. And while the results are not exactly a ringing endorsement of the use of visuals they did serve the purpose of encouraging more research. Further support of these findings was provided in a study conducted by Stauffer, Frost and Rybolt (1981).

Gunter (1979), in what was to begin a series of studies into the effects of visuals on remembering the news, found that the type of visual used effected how well the item would subsequently be recalled. He also found that the mode of presentation made a difference regarding recall. Subjects recalled the items more when they were presented in a visual mode than when they were presented in an audio only mode. Furthermore, in the visual mode, items which

contained film-clips and still inserts were recalled better than items with no inserts. And, items with film-clips were recalled better than items with still inserts (Gunter, 1979).

The above findings were replicated (Gunter, 1980b), thereby strengthening the supposition that news items which contained certain visuals were remembered significantly better than news items which did not contain these visuals.

These first two studies were looking at the recall of news items in different presentation modes. Subjects recalled the items better when they were presented in a visual mode rather than in an audio only mode. In another study conducted by Gunter (1980a), in which only the visual mode of presentation was being examined, it was found that "individuals viewing a televised news story accompanied by film footage or by still pictures gave fewer correct answers to questions about story content than when they viewed the same items presented by the newscaster only against a plain studio background" (p. 10).

This study investigated deeper understanding of news items and not simply recall at a superficial level. Perhaps it is for this reason that the findings were contrary to what had previously been observed. The use of visuals may help recall at a superficial level but these same visuals are detrimental when deeper processing (read: understanding) is required. Therefore, depending on one's goals, one can include or not include these visuals.

A study which set out to show that the use of visuals is indeed counter to information gain was carried out by Edwardson, Grooms and Proudlove (1981). Their hypothesis, however, was not supported. Their results indicated that "people remember more facts delivered in TV news audio when those facts are accompanied by interesting video rather than by a shot of a talking head, even

when the interesting video does not convey those facts" (p. 22). The operative word here is 'facts'. This points to the notion that the recall of facts is helped by the presence of visuals but when one wants to improve overall understanding then it may be best to leave the visuals out.

Reese (1984) added yet another contradictory finding when he discovered that "learning improves when the pictorial and audio channels are redundant and reinforce each other, improving recall and reducing errors" (p. 86). While this finding may be in opposition to some of the earlier ones, it was the first study which attempted to look specifically at visual-verbal redundancy as an aid to information gain. Robinson and Davis (1986) also report modest gains in verbal recall when there is verbal-visual redundancy.

With regards to comprehension, however, Robinson and Davis (1986) report that "stories that contain either large amounts of visual content or highly unusual visual content appear to be better comprehended" (p. 205).

Drew and Grimes (1987) hypothesized that, not only would audio recall and understanding be improved by the presence of redundant visual-verbal information but also that visual recall would suffer due to this redundancy due to the theory that viewers pay more attention to the auditory channel than the visual channel when viewing the news. The overall results of this study indicated that the greater the redundancy between the visual and verbal channel the greater was the audio recall and understanding. These findings support those by Reese (1984) as well as Robinson and Davis (1986).

A final study investigating the effects of visuals on recall and understanding of the news and one which adds further, but partial, support to the findings by Reese (1984), Robinson and Davis (1986) and Drew and Grimes (1987) was conducted by Son, Reese and Davie (1987). This study investigated both the effects of visual-verbal redundancy and recaps on learning from the news. The

findings regarding recaps have been reported elsewhere. The results of this study, pertaining to visuals, indicate that "redundancy between pictures and words significantly improved recall of television news stories, but not story understanding" (p. 213).

The preceding review of the research literature clearly indicates that the importance of certain production variables should not be overlooked when it comes to television news. News comprehension is poor yet so many people depend on it for their information about the world. The documented studies examined recaps, story length, story placement and visuals, each of which has shown some potential in helping to increase the information that is recalled and understood from television newscasts.

Though the success of the manipulation of these variables has been guarded and somewhat contradictory the potential they offer is worth pursuing given the importance of the news and the fact that so many people rely on it. Perhaps with the correct combination of the four variables it would be possible to substantially increase recall and comprehension of the news.

Content analysis

Content analysis was the method of choice for this study and since it is not often used by students of educational technology a more detailed description of the methodology was deemed necessary. Certain issues and elements arise when using this methodology - issues and elements which are common to all content analysis studies regardless of the particular area under investigation.

Content analysis, as defined by Berelson (1952, p.18), "is a research technique for the objective, systematic, and quantitative description of the manifest content of communication". In a somewhat different way, content

analysis was also defined by Budd, Thorp and Donohew (p. 2, 1967) as "a systematic technique for analyzing message content and message handling - it is a tool for observing and analyzing the overt communication behavior of selected communicators". Even though aspects from both of these definitions still hold true, they have changed over the years in order to reflect the capacity for inference making inherent in content analysis.

Content analysis is not merely a method of counting things, a feature highlighted in the first definition, but also a means by which that count can be used to infer something about the content being analysed. The definition currently being used is that "content analysis is any technique for making inferences by objectively and systematically identifying specified characteristics of messages" (Holsti, 1969, p.14).

Rather than definitions, however, perhaps one of the most important aspects of content analysis research to consider is the question being addressed (Carney, 1972), for without a significant question, content analysis is merely an exercise in enumeration. If the area being investigated is trivial so too will be the results of the analysis. It is therefore crucial to the integrity of any study using this methodology to pose a question that is carefully developed and very clearly and unambiguously defined.

One of the earliest texts dealing exclusively with content analysis was written by Berelson in 1952. And while the instances in which content analysis can be applied have been expanded since then, the basic tenets of the methodology have remained the same. Berelson puts forth three basic assumptions of content analysis, assumptions that are still held today. The first assumes that there is a relationship between the communicator's intent and the content and that these relationships can be used to make inferences about events not specifically related to the content (Berelson, 1952). While important, these

types of inferences are very difficult to make. It is not always possible to know the effects of content of the receivers of that content. Such inferences, therefore, need to be made with caution. As mentioned earlier, the ability to make inferences based on content analysis was not a specific part of the definition by Berelson but was, even then, being implied.

The second assumption assumes that the content is understood in the same way by the researcher analysing it as well as the originator of it (Berelson, 1952). In other words it is important that the categories applied to the content are the same as the intended meaning of the content.

Finally, "content analysis assumes that the quantitative description of communication content is meaningful" (Berelson, p. 20, 1952). This assumption is one which other researchers have referred to, though indirectly, most frequently. It indicates the great importance of good category selection and also refers back to the idea that content analysis should not only be an exercise in counting. In effect, all three assumptions have the underlying assumption that the categories into which the content is analysed be as accurate and well thought out as possible. Without such categories, content analysis is rendered almost useless.

The earliest application of content analysis was to newspapers (Berelson, 1952), but they soon were used on a variety of communication content such as "radio, movies, books, magazines, letters, speeches, leaflets, diaries, conversation" (Berelson, p. 21, 1952). Thirty-eight years later, content analysis is still being used in these areas with the notable addition of television to the list.

Even though the content analysis methodology was not originally designed for the study of television news, content analysis has been extensively and successfully used in this domain. Altheida (1982), for example, used a content analysis methodology in order to determine whether or not the three major

United States television networks provided similar coverage of the American hostage crisis in Iran. Altheide (1985) used this same methodology and sample in order to discover if the format of television news influences the way in which the "news content is selected, interpreted and presented" (1985, p. 346). These studies followed exacting sampling procedures and as a result their conclusions can be looked upon with integrity.

A study by Lemert (1974) also used a content analysis methodology in order to determine if the three major United States television networks had similar content in their newscasts. As in the study by Altheide (1982), Lemert discovered that the content was indeed similar. In fact "nearly 70% of the stories carried by one network were also covered by at least one of the other two" (1974, p. 240).

In an interesting comparison of Canadian and American network television news Scheer and Eiler (1972) used a content analysis approach to discover that, while the Canadian and American networks' newscasts were similar in physical structure and format, they differed rather extensively with respect to style and content. The authors attributed these variations to "different and unique political and institutional environments, economic motives, and national attitudes [and not as differences in] editorial design or philosophical bent" (Scheer & Eiler, 1972, p. 164).

As a final example of the usage of this methodology, a series of content analysis studies was carried out by the CRTC (Siegel, 1977). The purpose of these studies was to determine the content of the news being disseminated to the Canadian public via French and English television and radio. These studies thoroughly examined the content of the different newscasts by applying rigorous content categories to them. While the results of the studies are far too

in depth to go into here, they did provide detailed information that could be put to significant use.

The above selection provides but a small sample of television news studies that have successfully utilized a content analysis methodology. Though small, this sample is significant enough to warrant the continued use of this methodology. If the methodology is rigorously followed, the question(s) being asked are carefully composed and the study is carried out with care, the results should prove to be both substantial and practicable.

Each of the above studies used content analysis in order to carefully examine a predetermined aspect of communication content. While the content may differ, the methodology remains the same. Even though numerous texts have been written describing content analysis methodology, they all agree on the steps that should be followed as well as any problems which may arise. The preceding discussion of the steps to be followed have been culled from a selection of these texts (Berelson, 1952; Budd, Thorp, & Donohew, 1967; Carney, 1972; de Sola Pool, 1952; Krippendorff, 1980; Lichty & Bailey, 1978).

As indicated earlier, the first and most important aspect of a study using this methodology is to pose a meaningful question. Once the question has been asked it is possible to go on to the next step of the methodology which is to determine the unit(s) of analysis. A unit of analysis can be a word, a theme, a fictional or historical character or an item. The most frequently used unit of analysis is the unit which could be, for example, a news story or a speech. Berelson (p. 141, 1952) states that "analysis by the entire item is appropriate whenever the variations *within* the item are small or unimportant". Units of analysis may also be spatial. Examples of such units could be a page of a book, a column in a newspaper or a specific amount of time. Of direct relevance

to this study is the statement by Lichty and Bailey (p. 116, 1978) that "most CAs [content analyses] of newscasts have used the story as the unit of analysis".

Once the units of analysis have been determined it is then necessary to specify the categories of analysis to be used in the particular study. Statements such as "content analysis stands or falls by its categories" (Berelson, p. 147, 1952), "no content analysis is better than its categories" (Budd, Thorp, & Donohew, p. 39, 1967) and "[the] development of categories that accurately describe the content is crucial" (Lichty & Bailey, p. 118, 1978) clearly emphasize the importance that should be placed on the selection of these categories.

Categories can include, but are not limited to, values, positive or negative treatment of subject matter, certain trends, intensity, etc. For the purpose of the current study, the categories of analysis were determined by an extensive review of the literature. In this way the validity of the categories is ensured. Validity of content analysis studies is often a problem but "in cases in which there is high agreement on the definitions of the relevant categories, there is little difficulty in achieving validity in content analysis data" (Berelson, p. 169, 1952).

The sampling procedures followed by a researcher are always important and no less so in the case of content analysis. The selection of a sample depends on what type of communication is being examined, the period in which this communication occurs and the specific aspects of the communication that are to be examined (Carney, 1972). Once these decisions are made a random sample should be selected. Sample size, in content analysis, depends on many things not the least of which is the type of communication under scrutiny. All experts in this field agree that sample size varies and that there is no set size. Since, however, content analysis is a very time consuming methodology the smaller the sample, given that it is rigorously selected, the better. Indeed,

Berelson (p. 174, 1952), states that "for most purposes, analysis of a small, carefully chosen sample of relevant content will produce just as valid results as the analysis of a great deal more - and with the expenditure of much less time and effort".

Pertaining specifically to the application of content analysis to television newscasts, randomly selected, stratified, composite samples are the most commonly used (Lichty & Bailey, 1978). In such samples, a period of time is set aside during which the newscasts are recorded. From this time a sample is selected that would form a composite week or more. Stratified samples ensure that the "final sample will be evenly distributed across the days of the week, weeks, months, or even years" (Lichty & Bailey, p. 115, 1978). In the current study, since particular topics or trends in content, per se, were not under scrutiny, a stratified news week (Monday through Friday) was randomly selected from a period of twenty-three, Monday through Friday, days.

Content analysis is a methodology with wide and very practicable applications. If used diligently it can provide the researcher with a vast body of information. From this array, conclusions and inferences can be made regarding the content, intent, trends, etc., of communication that has been analysed. These conclusions and inferences can then be used to effectively improve communication.

Statement of purpose

The focus of this study is on the analysis of national news broadcasts as covered and delivered by two Canadian television networks. One of these networks, the Canadian Broadcasting Corporation [CBC], is a government

funded, publicly owned network, while the other, the Canadian Television Network Ltd. [CTV], is privately owned and operated.

The journalistic policy followed by the CBC and CTV is similar in that both networks are governed by the rules and regulations set out by the Canadian Radio-television and Telecommunications Commission [CRTC] and the Broadcasting Act of 1968 and, most recently, 1989. The two networks differ, however, in that the CTV abides by the Radio Television News Directors Association of Canada's [RTNDA] code of ethics and uses the Canadian Press Style Book as a guide, whereas the CBC has developed its own journalistic policy and ethics manual.

At issue in this thesis was whether or not there is a difference in production and delivery method between the two stations. Under specific scrutiny was the emphasis placed on the following four production variables which have been shown, in the literature, to be integrally related to recall of the news:

- 1) use of recaps;
- 2) length of items;
- 3) placement of items; and
- 4) use of visuals.

Relevance of the study

Since television news is a major source of information, the way in which this information is provided is as important as the information itself. Television news is meant to inform and educate the people who view it such that they are then able to take some action based on what they have learnt. It is therefore

imperative that this information be broadcast using production methods and variables known to effect recall and understanding.

For without the ability to recall and understand the news little benefit can be gained by viewing the news. Indeed, if the networks do not pay attention to the ability of the viewing public to recall and understand the news, as they broadcast it, it would be justifiable to assume that they are, after all, merely a profit making enterprise concerned only with the bottom line rather than with the vast potential they have to educate and inform.

Chapter Two

Method

Materials

Video tapes - Ten beta format video tapes were used to record the television newscasts between the periods of May 16, 1989 and June 16, 1989.

Operationalization of the variables

Recaps - This term refers to the verbal recapitulation and reiteration of what has been considered to be the most pertinent items of the newscast. Recaps occur at the end of a newscast, usually consist of one or two short sentences and are presented by the newscast anchor.

Story length - This refers to the actual length of each news story as timed on a precise stop watch. To ensure reliability of this measure, each item was timed on three separate occasions with a consistent time being recorded each time. Only news items that were common to both the CBC and the CTV were examined.

Story placement - This refers to the actual placement or position of a news item within the entire newscast and includes the item topic as well. Again, only news items that were common to both networks were included.

Visuals - For the purpose of this study, visuals encompass the following:

- over-the-shoulder [OTS] graphics or still pictures;
- moving (live) pictures;
- archival footage;

reporter live on the scene; and
anchor only plus OTS.

Over-the-shoulder graphics or stills appear, in a box, over the left shoulder of the anchor and are only present on the screen with the anchor. Moving or live pictures accompany a story. They could be footage of the events as they unfold, interviews, etc. Archival footage also accompanies a story and consists of live footage that has been taped at an earlier date. Items which are presented by a reporter, other than the anchor, and show that reporter live, on the scene fit the fourth category of visuals. Finally, items which are presented only by the anchor and which are not accompanied by live footage, archival footage or a reporter are anchor only items. These items may sometimes, however, be accompanied by an over-the-shoulder graphic or still.

All four production variables were selected in accordance with what the literature has indicated to be variables which influence recall and comprehension of the news. The categories for visuals were also selected in accordance with the literature. Still pictures, motion pictures and anchor only items have all been identified in the literature as possibly influencing the way the news is recalled and understood (Booth, 1970-71; Edwardson, Grooms & Proudlove, 1981; Gunter, 1979; Gunter, 1980a; Hazard, 1962-63). The use of over-the-shoulder graphics or stills have also been discussed in the literature (Coldevin, 1981). The use of archival footage and reporter live on the scene, while not specifically mentioned in the literature are production variables and, in an area which is constantly expanding, were therefore included in this study.

What constitutes a television production variable is constantly developing and, as such, there is no definitive classification as to what television production

variables are. The dynamic, rather than stagnant, nature of this area is one which lends itself to new research findings.

Procedure and design

This study falls under the rubric of observational research. Specifically, it adheres to the methodology and principles of content analysis. Problems of triviality and subjectivity, often a fault in content analysis studies, have been eliminated by posing a question and choosing categories of analysis that have been well defined and substantiated in the research literature. In this manner, not only does this study have the potential of making a significant contribution to the area but it will be a contribution that is both reliable and valid in accordance with the criteria set out for establishing these requirements in content analysis research and research in general.

Reliability describes "the extent to which measurements can be depended upon to provide consistent, unambiguous information" (Sax, 1980, p. 255). In relation to the current study, reliability refers to the ability of any other researcher to take the videotaped newscasts, apply the defined categories of analysis (i.e., the four production variables) and obtain the same results. Reliability is a problem that content analysts are aware of (Berelson, 1952; Budd, Thorp, & Donohew, 1967; Carney, 1972; de Sola Pool, 1952; Krippendorff, 1980; Lichty & Bailey, 1978). The main aim is to minimize the analyst's subjectivity, to ensure that the same data is collected under similar conditions and that there is consistency over time (Berelson, 1952).

In the current study, the categories were not ones which were open to interpretation. Therefore an additional coder was not required. However, rigorous categorization was followed. Either an item was accompanied by live

footage, for example, or not. Since content, as such, was not being examined the issue of reliability was not as prevalent in this study as it would be in a study looking at emotional content, as an example.

Validity is defined as "the extent to which measurements are useful in making decisions relevant to a given purpose" (Sax, 1980, p. 289). In other words a valid test or study measures that which it is supposed to measure. In relation to the current study, validity refers to the accurate measurement of the four production variables being examined and the subsequent plausibility of the obtained results. It implies, for example, that when the occurrences of recaps in the newscasts are being examined it is in fact these occurrences only and not something else that are being enumerated and analysed.

In adherence to sampling procedures set out in various content analysis texts and articles (Berelson, 1952; Carney, 1972; de Sola Pool, 1959; Holsti, 1969; Krippendorff, 1980; Lichty & Bailey, 1978), the CBC and CTV national news broadcasts were taped for 23 days between May 16, 1989 and June 16, 1989. Each set of days, which include a CBC and a CTV newscast, was then separated into groups according to the day of the week on which they fell and one set was then randomly selected from each of these five sets. This procedure was repeated until a Monday through Friday composite week had been randomly selected. Due to the random selection procedure, the dates did not fall in sequence. However, since a day to day trend in any particular story was not at issue, this was not an important factor to consider.

Subsequent to the random selection procedure, the newscasts were documented and analysed in accordance with guidelines set out in the content analysis texts as well as in previous television news studies that have used a content analysis methodology. Specifically, frequencies and use of recaps and

visuals were tabulated and compared, as were the number of items, their length and placement for each of the networks.

Chapter Three

Results

Statistical analysis

Of the four production variables being examined in this study, only two were potentially amenable to statistical manipulation. When looking at recaps and the different visuals, frequency distributions, proportions and percentages were compiled using the data collected from the two stations composite week newscasts.

The Chi Square test of independence is a non-parametric statistical test meant to determine "the extent to which two variables are related" (Gravetter & Wallnau, 1985, p. 654) and is used when "research data are in the form of frequency counts" (Borg & Gall, 1983, p. 559). Chi Square tests of independence were to be applied to the collected frequency counts, the main purpose of which was to determine if there was a significant difference in the usage of the two variables by the networks in question.

It was not, however, possible to apply Chi Square to recaps as it turned out that no recaps were present in either of the newscasts. Of the five categories for visuals, only two (over-the-shoulder and live) were amenable to a Chi Square test of independence. The other three categories violated one of the assumptions of a Chi Square test that the expected frequencies not be less than five (Gravetter and Wallnau, 1985).

These two variables plus the two remaining variables, story length and placement, were interpreted in accordance with the findings in the literature. All variables were logically compared and conclusionary trends are reported.

The results of this study are reported below with all information having been taken from Appendix A which documents the newscasts of both networks on each of the sample days.

General findings

The CBC had an average of 11.2 items per newscast with an average time of 21 minutes and 48 seconds per newscast, with 21 minutes and 23 seconds of that time being spent on the news. The CBC newscast included two breaks, one for stocks, gold and dollar information and a preview of what was to come on The Journal (a news programme which follows The National) which lasted, on the average, for 32 seconds and one which simply showed The National graphic which was always 5 seconds long. The CBC had one story taken from an American newscast.

The opening format of the CBC, which lasted, on average for 48 seconds, included graphics and music and the date written as part of the graphics. An announcer would preview three items, two of which would appear on the newscast and one on The Journal. Each of the items was accompanied by live footage. Graphics and music would follow and the announcer would introduce the anchor.

The closing format of the CBC had the anchor signing off and telling the audience to stay tuned for The Journal.

The CTV had an average of 16.2 items per newscast with an average time of 28 minutes and 34 seconds per newscast, with 23 minutes and 11 seconds of that time being spent on the news. The CTV had three commercial breaks per newscast each of which was preceded by a preview of what was still to come in the newscast. The three commercial breaks lasted, on average, 5 minutes and

23 seconds per newscast. The previews before each of the commercial breaks lasted, on average, 13 seconds each. The previews all included live footage of the story in question with either the caption "still to come" or "next" at the bottom of the box on the screen. The CTV had two stories taken from American networks.

The opening format of the CTV news which lasted, on average, for 31 seconds included graphics and music. The anchor would preview three items which would appear on the newscast. Each of the items was accompanied by live footage and a written caption of the main point of the item. Graphics and music would follow and the announcer would introduce the anchor.

The closing format of the CTV had the anchor giving a preview of what was to be featured on Canada A.M. (a morning news programme) and signing off.

Recaps

Neither of the newscasts used recaps.

Story length and placement

Tables 1 through 5 indicate the stories that the CBC and CTV newscasts had in common. The tables indicate the topic and placement of the story as well as its length. Items in the first position were the same for four of the five sample days. Items in the final position of the newscasts were not the same on any of the sample days.

The tables are divided into two sections, one for the CBC and one for the CTV. The first column of each section indicates the topic of the story that was common to both networks, the second column indicates the placement of that

story within the newscast and the third indicates the amount of time that was devoted to the coverage of the story.

Table 1

Placement and Length of Common Stories Within Each Newscast: Sample Day 1

Story Topics	CBC		CTV	
	Placement	Time	Placement	Time
China	1	5:44	1	6:28
British diplomats	3	0:29	5	0:36
Baker on Middle East	4	0:50	6	0:42
Gene splicing	7	0:34	12	2:22
Peace marchers	8	2:27	7	0:30

Table 2

Placement and Length of Common Stories Within Each Newscast: Sample Day 2

Story Topics	CBC		CTV	
	Placement	Time	Placement	Time
China	1 & 10	5:50	3,4,5 & 6	4:21
Budget leak	2	2:51	1	2:51
Member of parliament	3	0:43	2	0:28
Peace marchers	4	2:12	7	2:16
Mulroney in Senegal	5	2:31	8	2:15
Ayatollah Khomeini	6	0:30	11	0:21
Film at Cannes	9	0:43	19	0:38

Table 3

Placement and Length of Common Stories Within Each Newscast: Sample
Day 3

Story Topics	CBC		CTV	
	Placement	Time	Placement	Time
China	1,2,3 & 4	10:06	1 - 6 & 15	10:08
Crash in Suriname	5	0:39	7	0:29
Bombardier	8	0:27	11	0:46
Murder of little boy	9	0:55	12	2:02

Table 4

Placement and Length of Common Stories Within Each Newscast: Sample Day 4

Story Topics	CBC		CTV	
	Placement	Time	Placement	Time
China	1 & 2	5:05	1 & 2	5:18
Gorbachev in West Germany	3	2:37	3 & 4	2:10
Belgian hostage released	4	0:16	13	0:20
Post office profit	6	2:07	5	1:50
Striking BC nurses	8	0:13	9	2:42
Canadian athlete on steroids	10	2:32	8	2:30
Scandal in Ontario's Liberal government	11	2:28	12	2:00

Table 5

Placement and Length of Common Stories Within Each Newscast: Sample Day 5

Story Topics	CBC		CTV	
	Placement	Time	Placement	Time
China	1,2 & 3	8:21	1,2,3 & 4	7:30
ALAR chemical	5	2:43	8	2:10
Uzbekistan	7	0:46	11	0:20
Soviet parliament	8	0:31	12	1:50
AIDS conference	10	3:12	6 & 7	3:47

Visuals

Visuals was divided into five categories: over the shoulder graphics or stills, which means a box over the left shoulder of the anchor [OTS]; live footage accompanying the story [LIVE]; archival or file footage accompanying the story [ARC]; the reporter live on the scene [RĒP]; and the anchor only which included over the shoulder graphics or stills [ANC]. The frequencies and percentages for these categories appear in Tables 6 through 10. The average occurrence of each category of visual for both newscasts are given at the bottom of each section of the tables. The CBC provided a higher percentage of four out of five of the visual categories than the CTV.

Table 6

Frequency and Percentage of Over-the-shoulder Graphics and Stills

Day	CBC			CTV			
	Items	Frequency	Percentage	Items	Frequency	Percentage	
Monday	13	8	62	16	10	63	
Tuesday	10	9	90	20	12	60	
Wednesday	12	10	83	15	9	60	
Thursday	12	10	83	15	10	67	
Friday	9	9	100	15	10	67	
			$\bar{X} = 84\%$				$\bar{X} = 63\%$

Table 7

Frequency and Percentage of Live Footage

Day	CBC			CTV		
	Items	Frequency	Percentage	Items	Frequency	Percentage
Monday	13	8	62	16	11	69
Tuesday	10	8	80	20	11	55
Wednesday	12	10	83	15	13	67
Thursday	12	8	67	15	9	60
Friday	9	8	89	15	10	67
			$\bar{X} = 76\%$			$\bar{X} = 64\%$

Table 8
Frequency and Percentage of Archival Footage

Day	CBC			CTV			
	Items	Frequency	Percentage	Items	Frequency	Percentage	
Monday	13	3	23	16	2	13	
Tuesday	10	3	30	20	1	10	
Wednesday	12	1	10	15	2	13	
Thursday	12	1	10	15	5	33	
Friday	9	3	33	15	1	10	
			$\bar{X} = 21\%$				$\bar{X} = 16\%$

Table 9
Frequency and Percentage of Reporter Live on the Scene

Day	CBC			CTV			
	Items	Frequency	Percentage	Items	Frequency	Percentage	
Monday	13	4	31	16	3	19	
Tuesday	10	6	60	20	5	25	
Wednesday	12	4	33	15	5	33	
Thursday	12	7	58	15	4	27	
Friday	9	7	78	15	4	27	
			$\bar{X} = 52\%$				$\bar{X} = 26\%$

Table 10
Frequency and Percentage of Anchor Only Items

Day	CBC			CTV		
	Items	Frequency	Percentage	Items	Frequency	Percentage
Monday	13	3	23	16	4	25
Tuesday	10	1	10	20	7	35
Wednesday	12	1	8	15	2	13
Thursday	12	3	25	15	5	33
Friday	9	0	0	15	3	20
			$\bar{X} = 13\%$			$\bar{X} = 25\%$

Chi Square tests of independence were calculated on two of the five visual categories; over-the-shoulder and live footage. The results of the test on the over-the-shoulder category indicated that the two networks were independent in their usage of this type of visual, $\chi^2(4) = .49, p < .05$. The test of independence for the visual category of live footage also indicated no relationship between the two networks' usage of this variable, $\chi^2(4) = .11, p < .05$.

In both of these cases the null hypotheses failed to be rejected, thereby indicating that the usage of the variables by one network, across days, was not related to the usage of the variables by the other network.

Chapter Four

Discussion

Upon examination of the two different newscasts some interesting characteristics were found. The CBC, a publicly owned network, provides a commercial free newscast for its viewers and over the duration of the sample provided an average of 11.2 items per newscast each of which lasted an average of 21 minutes and 23 seconds. The CTV, a privately owned network which is given a half-hour time allocation, had the potential of providing an average of 28 minutes and 34 seconds of news per newscast. However, an average of 5 minutes and 23 seconds of each newscast was spent on commercials leaving only an average of 23 minutes and 11 seconds worth of news time to cover an average of 16.2 items. The CTV had only an average of 1 minute and 48 seconds longer per newscast yet they presented an average of five more items.

That the CTV covered more stories than the CBC each evening therefore implies that far less time was spent on each item. In fact, as can be seen from the results on story length and placement, except for a few exceptions, the time spent on the coverage of common stories was equal for the two networks. And the lead stories, except once, were always the same. Perhaps the CTV recognizes that items covered by the CBC are important and should be included and covered in detail and therefore they spend an equal amount of time on them as well. Both networks appear to recognize the research findings that items in the first position are the most prominent and, consequently, the most easily recalled and remembered as they are the most important news of the day (Bernard & Coldevin, 1985; Booth, 1970-71; Gunter, 1979, 1983).

Alternatively, however, it may simply be that both networks are following a journalistic policy indicating that the most important item of the day be given the first position in the newscast.

The fast paced, rapid fire delivery of the remaining stories covered by the CTV and not the CBC may be a way of keeping the viewers' attention and trying to give a variety of stories at least one of which would be of interest to any single viewer. As the literature has indicated, however, these short items are most likely lost on the majority of the viewers. Research has clearly demonstrated that the longer the duration of a news item the better chance there is for that item to be recalled and understood by the viewer (see for example Davis & Robinson, 1986; Katz, Adoni, & Parness, 1977).

The CBC audience may be more inclined and able to concentrate on the news therefore eliminating the need for thirty second bits of information flying by on the screen. The tendency for the CTV to provide these short items is further evidenced by the percentage of their stories that are presented by the anchor only, without benefit of over-the-shoulder graphics or stills, live or archival footage or a reporter. The CTV has an average of 25% anchor only items versus the CBC's 13% and it is the very short items which are usually presented in this manner. Perhaps the CBC has a more sophisticated viewing audience. They are, after all, watching the news at a time when prime-time competition from American networks is at its peak.

Aside from a smaller percentage of anchor only items, the CBC consistently had a greater percentage of all other visual categories and double the percentage for the reporter live on the scene category (see Tables 6-10). The effective use of visuals has been extensively researched in the literature. However, as the findings have been somewhat contradictory at times, it is difficult to conclude that more is necessarily better.

Research findings which are in keeping with the CBC's format come from Gunter (1979, 1980b), who found that items which contained film-clips and still inserts were recalled better than items with no inserts. And, items with film-clips were recalled better than items with still inserts. Research by Edwardson, Grooms and Proudlove (1981), Katz, Adoni and Parness (1977), Robinson and Davis (1986) and Stauffer, Frost and Rybolt (1981) are four additional examples of findings that demonstrate the positive effects of visuals.

Positive support is also found for the CTV, however, in that it has been found that there are instances when visuals seem to either interfere with recall and comprehension or to have no effect on it at all (Edwardson, Grooms and Pringle, 1976; Hazard, 1962-63). Visuals appear to be a crucial component of any effective newscast and though contradictory at times, the research does seem to indicate that visuals are an effective means by which recall and comprehension can be significantly improved if these visuals are used in an effective manner.

Regarding the use of visuals from a purely financial point of view, one would be inclined to think that the CTV would have a higher percentage of these variables due to the fact that effective and abundant visuals require money. This is particularly true of items which are accompanied by the reporter live on the scene of the story. However, the CBC had a consistently higher percentage of these costly production variables.

Another aspect of visuals that was examined in the literature were the effects of visual-verbal redundancy on recall and understanding of the news. The research indicated that recall and understanding was significantly improved when there was redundancy between the visual and verbal information being presented to the viewers (Drew and Grimes, 1987; Reese, 1984; Robinson and Davis, 1986). This variable, while recognized as important, was outside of the

constraints of the present study. The findings were reported as an indication of the importance of visuals and as an impetus for further research.

The finding that neither of the two networks used recaps in their newscasts was, given the research, somewhat unexpected. While the research in the area has not been very extensive, what has been done to date suggests that recaps do play an important role in the subsequent recall of the news. The findings by Bernard and Coldevin (1985) and Son, Reese and Davie (1987) are particularly compelling in that they demonstrate that short recaps increase the viewers' recall of the main idea of the item as well as overall understanding for the item. Perhaps the networks do not use recaps due to their unwillingness to change their format based on the findings of so few studies.

What was interesting to note, however, is that both newscasts used recapitulations [precaps] with accompanying live footage. The CTV also had written captions in addition to the footage. The CBC, at the beginning of each newscast, previewed two of the items that would appear in the newscast and one item that was to be dealt with in detail on *The Journal*. While the first story of each newscast always received a precap there was no apparent pattern regarding which other stories in the newscast were precapped. The CBC did not have commercial breaks but did give a preview of an upcoming *Journal* story after information for stocks, gold and the dollar was given.

The CTV, also at the beginning of each newscast, previewed three of the items that would appear. Stories that appeared in the first position always received a precap and three times out of the five days the story in the final position also received a precap. The other stories which always received precaps were positioned in the middle of the newscasts.

The CTV also used precaps before each of the three commercial breaks in the newscast. The initial item to appear after the first commercial break

received a precap four out of five sample days. The item which appeared right after the second commercial break received a precap three out of the five sample days and the last item of the newscast always received a precap before the final commercial break.

Whether the CTV is using these commercial breaks as opportunities to preview upcoming news items in concern for improving viewer recall and understanding of the news or as a means by which to entice the viewer to stay tuned is difficult to know. The CTV is a commercial network and is therefore reliant upon sponsors for financing. They may, in fact, be utilizing a method for improving recall and comprehension of the news without intending to do so.

Research in the area of precaps for newscasts as a means by which to improve viewer recall and understanding is still in its infancy but some compelling and insightful results have nevertheless been found. In a study, currently in progress, investigating the use of precaps it has been found that the use of precaps makes a significant difference in recall of the news. Precapping the first item of the newscast has been found to be the most effective means by which recall can be improved (G. O. Coldevin, personal communication, March 23, 1990).

It has also been found that precapping and recapping, per se, result in higher recall but a combined precapping and recapping of the same stories in a newscast is superior to either strategy used alone (G. O. Coldevin, personal communication, March 23, 1990).

These findings partially coincide with the use of precaps on the CBC and CTV. Both networks always gave a precap for the first item, an item which is usually considered to be the top story of the particular news day. Since it appears that recaps and precaps used in conjunction provide the most effective

means by which a viewer's recall can be improved perhaps the networks should consider investigating this area further.

Conclusions and recommendations

It would appear from the results cited in the literature that in order to significantly improve viewers' recall and understanding of television news much more attention has to be paid to specific production variables. The variables looked at in this study, as indicated by the literature, all, to one degree or another, make an important contribution to the improvement of both recall and understanding of the news. Consequently, if recall and comprehension is a goal of the network, these variables should be incorporated into the newscasts.

What needs to be done now is to consolidate all of this information and use it intelligently in order to produce newscasts that are not merely flashes of information. There is a limit to most peoples capacity to absorb and assimilate information. Therefore it makes intuitive sense that the fewer, better produced and researched, items that appear on any one given newscast the better will be the chances of a viewer to actually learn something from the news and be able to remember and use that information.

Given the results of the research on the production variables looked at in this study and the examination of the two newscasts, it is this author's recommendation that changes, upon further investigation, be made in the way both newscasts are presented. Both networks, however, are to be commended for their use of precaps.

The CBC network's newscast has fewer items, most of which receive a substantial amount of coverage, with a larger percentage of visuals than does the CTV network's newscast. Given the time spent on commercials and the fact

that people can only take in so much information at a time, the tendency for the CTV to provide so many short items is rather unnecessary. Perhaps they too should spend more time on fewer items as does the CBC.

The CBC is closer to reaching what appears to be an ideal newscast and seems to be paying more attention to research findings, pertaining to recall and comprehension, than the CTV. The effective incorporation of recaps into the newscast, along with the other variables already being used could potentially result in a newscast that is able to keep the interest of its viewers while providing them with valuable information that they will be able to remember and assimilate. While somewhat farther away from the perceived ideal, the CTV also has the potential of becoming a more effective newscast.

Further research in this area, which this author intends to conduct, would have to consist of the most effective manner in which precaps, recaps, story length, story placement and visuals could be combined in a newscast to most significantly improve recall and subsequent comprehension of the news.

It is this author's opinion that news producers have a responsibility to the viewing public to present the news to them, not as a means of obtaining higher ratings or more lucrative sponsors for their networks, but as a means towards the end of educating and informing the viewers. An informed public which would then be better able to make responsible decisions and choices. Both the CTV and especially the CBC appear to be well on the way of providing their viewers with such a newscast.

It is possible, however, that neither network is particularly interested in the recall and comprehension of the news by their viewers. And, by extension, that they are not interested in production variables which the literature has found to be effective in improving recall and comprehension. Furthermore, it is also entirely possible that news viewers themselves are not interested in learning

from the news. People bring their own personal agenda to situations and, depending on that agenda, will take away different things as well. While these issues are important to consider and should be taken into consideration they should not be a deterrent for further research.

Given the importance of the news and the vast potential it has for providing people with information to better enable them to understand the world, research in this area should continue. And, if indeed, the goal of networks is not the improvement of their newscasts in the service of recall and comprehension than, perhaps, their goals need to be reevaluated.

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Appendix A

Documentation of the newscast sample

CBC Monday May 22, 1989

- 1) Introduction - 0:48 (stories are with live shots)

Graphics & music

Date (announcer) and also written as part of the graphics

Tonight on The National (announcer)

- a) China watch, everyone waits to see who will make the next move.
- b) Crime and punishment, a hockey attack brings a suspension but some say it wasn't enough.
- c) On The Journal - The waiting game. The students stay put but will there be changes at the top? And Jackie Onassis.

Graphics & music

(Announcer) The National with Peter Mansbridge

- 2) 5:44

PM OTS graphics

Good-evening. In Beijing tonight thousands of Chinese students and millions of other Chinese watch to see what will happen under martial law. We have two reports.

- a) 3:41 To reporter
live shots

Chinese television footage

prior footage

reporter live

- b) 2:03 To reporter (identified on screen)
live shots
live comments
reporter live
- 3) 0:30 PM OTS graphic
Journalists have it tough, how the news gets in and out. Satellite transmissions are forbidden.
- 4) 0:29 PM OTS graphic
United Kingdom expels 11 diplomats for spying and vice versa
- 5) 0:50 PM OTS graphic and still photo Gaza and West Bank
Advice on handling unrest given by James Baker.
Live shots of Baker speaking
- 6) 2:31 PM full front
Presidents, Kings and Sheiks in Casablanca for Arab league summit.
To reporter
live shots
live statements
reporter live (stills and live shots and film excerpts)

- 7) 0:35 The National graphic
Stocks
Gold and dollar
Coming up on The Journal

- 8) 0:34 PM different angle
Genetically altered human cells are injected into a human to fight cancer.

- 9) 2:27 PM OTS graphic
Peace marchers in Ottawa protest against war weapons trade show.
To reporter
live shots
live statements

- 10) 2:11 PM OTS graphic
Farmers on the Prairies are concerned over the possibility of drought in
South East Saskatchewan.
To reporter
live shots
live statements
reporter live

- 11) 2:06 PM OTS still photo
Philadelphia goaltender, Ron Hextall attacks Chris Chelios in playoff hockey game and is benched with no pay for 12 games. Some say the sentence is too light.
To reporter
live shots
previous footage of the incident
live statements with stills
written quotes of president of the league with still photos of him and Hextall background on Hextall's priors
- 12) 0:05 The National Graphic
- 13) 2:54 PM OTS still photo
Celine Dion is a success in Quebec and France and she wants success in English Canada as well.
To reporter
live shots
live statements
prior footage (1982, 1988)
- 14) 0:21 PM full front
And that's The National this Victoria day Monday. Thanks for watching....For CBC news I'm Peter Mansbridge.
Total = 22:03

CTV Monday May 22, 1989

- 1) Introduction - 0:26 Announced by Lloyd Robertson
 - a) Standoff continues between the government and the military
 - b) Dead lake - Main profit source for Alberta fishermen dries up
 - c) Royal memories - Queens birthday 50 years ago and 1939 royal tour

With live shots and caption at the bottom.

Graphics - (Announcer) The CTV news with Lloyd Robertson

- 2) 2:55 LR OTS graphic
Good-evening - The protest in China seems to be tearing the leadership apart.
To reporter
file pictures
live shots
live comments
reporter live
- 3) 1:32 LR full front
Pictures for this report were flown out of Beijing to Tokyo and sent by satellite. Reporter and LR talk by telephone. Still photo of the reporter

and map of china is shown. Military are for the people and will never shoot the people. The economy is suffering.

4) 1:33 LR OTS graphic

Protestors continue to get support from elsewhere in the country.

To reporter

live shots

5) 0:28 LR OTS graphic

Unrest also having a dramatic effect on the Hong Kong stock exchange.

Later in the show we will look to a different aspect of a changing China.

6) 0:19 LR full front

Still to come...diplomatic row between Britain and The Soviet Union

Overpopulation is killing millions of fish in Alberta.

(with live shots and caption "Still to come" for second story only)

We'll be back in just one minute

7) 1:02 commercials

- 8) 0:36 LR OTS graphic
Expulsions of Russian and British diplomats in row over spying
Live shots

- 9) 0:42 LR different angle
US secretary of state James Baker has a blueprint for peace in the
Middle East.
Live shots of his speech.

- 10) 0:30 LR OTS graphic
1200 peace activists march in Ottawa
live shots

- 11) 0:18 LR OTS graphic
Canada Post fired two managers allegedly involved in job selling
scheme

- 12) 2:25 LR full front
Two Alberta lakes have fish dying due to overpopulation
To reporter
live shots
live comments

- 13) 0:29 LR OTS graphic
No holiday for hospital administrators as nurses refuse to do anything
other than take care of the patients. A province wide strike may be
called.

- 14) 0:20 LR OTS graphic
Crackdown in the Canadian armed forces against smoking in military aircraft. Anyone caught is liable to two years in jail and dismissal in disgrace.

- 15) 0:11 LR full front
In our next segment
Medical breakthrough transplanting a non-human gene into humans.
Live shots, in box, with caption reading "next" on the bottom. Music overlay.

- 16) 2:18 commercials

- 17) 2:22 LR OTS graphic
Era of gene splicing comes to human medicine
To reporter (NBC news)
live shots
demo with computer images
live comments
reporter live

- 18) 0:35 LR full front
India has successfully tested a ballistic missile
Live shots

- 19) 0:24 LR OTS still photo

Investigation into the Iran Contra affair continues

live shots

20) 2:34 LR different angle

Economic changes in China, political upheaval notwithstanding

To reporter (CBS news)

live shots

interview (with translator)

21) 0:10 LR full front

And, when we come back warm recollections of a Royal milestone in
Canada.

live shots, in box, with "coming back"caption.

Music overlay

22) 2:02 commercials

23) 3:10 LR full front

Victoria day 1989 filled with glimpses into the past

To reporter

live shots

old footage

live comments

reporter live

24) cut off

LR full front

Hope you've had a good Victoria day 1989...

Total - 27:03

Ads - 5:22

NEWS - 21:41

CBC Tuesday May 23, 1989

1) Introduction - 0:47

Graphics & music

Date (announcer) and as part of the graphic

Tonight on The National (announcer)

- a) Weathering a storm - the students stand firm in Tiananmen Square (live shots)
- b) Where the budget leaked - Mutual Life had the budget two days early (graphic)
- c) And on The Journal - Guide for the armchair athlete, inside baseball Live shots)

Graphics & music

(announcer) The National with Peter Mansbridge

2) 3:20 PM OTS stills & graphic

Familiar scene in Beijing. Millions march and army troops begin to withdraw.

To reporter

live shots

reporter live

3) 0:06 PM OTS still

We'll have more later, but first the top story in this country.

4) 2:51 PM OTS graphics

It's more, much more on that second budget leak. We now know that the company that got the budget early is Mutual Life of Canada.

To reporter

live shots

still of chronology of events and quotes - still photo of speaker

live comments

reporter live

5) 0:43 PM OTS still photo

A member of parliament from Quebec pleaded guilty to 9 charges of breach of trust and 2 of fraud.

6) 2:12 PM OTS graphic

Police arrest about 150 peace activists at a demonstration blocking the opening of ARMX trade show.

To reporter

live shots

live comments

reporter live

- 7) 2:31 PM OTS still photo and graphic
Prime Minister Mulroney has arrived in Senegal for summit of French speaking countries.
To reporter
live shots
file pictures
live comments
reporter live

- 8) 0:30 PM OTS still photo
Iran's Ayatollah Khomeini had an operation today to stop internal bleeding.
live shots

- 9) 0:30 The National graphic & music
stocks
Gold and dollar
coming up on the Journal (live shots & comments)

- 10) 2:14 PM OTS graphic and still photo
Next to Ben Johnson, the most eagerly awaited witness of the Dubin inquiry is his doctor, Dr. Astaphan
To reporter
live shots
prior footage
live comments
stills with pictures and quotes written on the screen

reporter live

11) 0:43 PM full front

A Canadian film has won an important award at the Cannes film festival in France. It's the highest honour ever won by a Canadian feature film at Cannes.

Live shots

film excerpts

12) 0:05 The National graphic and music

13) 4:30 PM OTS still photo

Protests in China, the attention of the world is riveted in Tiananmen Square

Reporter outlook on the events leading to the present

Live shots

prior footage

live comments

reporter live

cut off right at the end

Total - 21:11

CTV Tuesday May 23, 1989

- 1) Introduction - 0:32 (announced by Lloyd Robertson)
(all have live shots and captions)
 - a) Budget leak
 - b) Power struggle in China
 - c) Cave dweller - a woman emerges after nearly 4 months

Graphics and music

(announcer) The CTV news with Lloyd Robertson

- 2) 2:51 LR OTS graphic
Mutual Life of Canada was given advance information on the budget leak two days before the release and a full day before the other leak. They made no financial gains as a result.
To reporter
live shots
still with quotes
live comments
reporter live

- 3) 0:28 LR OTS still photo
Independent member of parliament Grise pleaded guilty to charges of fraud and breach of trust.

- 4) 3:12 LR OTS graphic
A waiting game in China - who is winning the power struggle inside the Communist hierarchy?
To reporter
live shots
live comments
reporter live

- 5) 0:07 LR full front
Satellite communications with China were restored today

- 6) 0:44 LR full front
Away from the turmoil in the heart of Beijing a feeling among the people that all will be well.
Live shots

- 7) 0:18 LR OTS still photo
There was one more development today that has given the people a boost - the return of moderate Wan Li from a visit to the US

- 8) 0:15 LR full front (with live shots and caption "still to come")
Still to come on the news
- 100+ arrests at an arms conference in Ottawa

- Brian Mulroney joins a meeting of top francophone leaders in Africa

We'll be back in just one minute

9) 1:02 commercials

10) 2:16 LR full front

Peace activists tried to block the entrance to an arms exhibit. 145 were arrested.

To reporter

live shots

live comments

reporter live

11) 2:15 LR OTS graphic

Prime Minister Mulroney is at the Francophone summit in Senegal.

To reporter

live shots

live comments

reporter live

12) 0:32 LR full front

The leaders of 22 Arab countries have gathered in Casablanca

Live shots

- 13) 0:29 LR OTS still photo
Blunt response from Israel today on American suggestion for Middle East peace
Live shots

- 14) 0:21 LR OTS still photo and graphic
Iran's leader Ayatollah Khomeini is in hospital tonight after undergoing surgery.
Live shot of him in hospital bed

- 15) 0:21 LR OTS graphic
Protesting students fought police with bare fists today - 200 students tried to march on downtown Warsaw. The court refused to legalize their independent union.

- 16) 0:25 LR full front
A group of french doctors have confirmed that deadly gases were used against protestors in the Soviet Union last month in Soviet Georgia.
19 were killed, some as a result of the gas.

- 17) 0:12 LR full front
In our next segment:
A step toward self government for an Alberta Indian Band.
(live shots, in box, with "next" caption)

- 18) 2:20 commercials

- 19) 0:21 LR OTS still photo
Crash investigation report was released to day on Aloha airlines crash
from one year ago.
To reporter
old footage
live shots
live comment
- 20) 0:16 LR OTS graphic
There was a report that CN Rail plans to lay off more than 1500 workers
by October.
- 21) 1:59 LR full front
A group of Alberta Indians signed a historic document bringing them a
step closer to self-government.
To reporter
live shots
live comments
reporter live
- 22) 0:26 LR OTS graphic
Statistics Canada has released grim figures for drunk driving in Alberta.
- 23) 0:25 LR different angle (CTV screen over right shoulder)

Winter storm in Calgary and the foothills
Live shots (verify on tape)

- 24) 0:11 LR full front
When we come back we meet a woman who wanted to get away from it all.
live shots, in box, with "coming back" caption.
- 25) 2:02 commercials
- 26) 0:38 LR OTS graphic
A Canadian movie was the winner today at Cannes. Highest honour ever by a Canadian film at Cannes.
Live shots
movie excerpts
- 27) 2:31 LR full front
An experiment in isolation ended today in New Mexico. Woman emerges after four months in a cave.
To reporter
live shots
footage of her entering and living in the cave
live comments
- 28) 0:23 LR full front
Tomorrow on Canada AM - ARMX protest and the overnight news
I'M Lloyd Robertson, for CTV news good-night.
music & pull back to show the set.

Total - 27:52

Ads - 5:24

NEWS - 22:28

CBC Wednesday June 7, 1989

1) Introduction 0:48

Graphics and music

Date (announcer) and written over the graphics

Tonight on The National

a) Troops and tension in China

b) Crash in the fog

c) On the Journal - Great escape from China: One Canadian's harrowing story of the slaughter

(all with live shots)

Graphics and music

The National with Peter Mansbridge (announcer)

2) 3:25 PM OTS graphic & live shot stills ("China in Crisis" caption)

Good-evening

It's Thursday morning in Beijing and the people of China are waiting to see what happens next.

To reporter

live shots

Chinese television footage (with identifier)

- 3) 1:48 PM OTS graphic ("China in Crisis" caption)

Another day of anger in Hong Kong. There is a general strike protesting the violence in China.

To reporter

live shots

prior footage (identified)

reporter live

- 4) 2:46 PM OTS graphic ("China in Crisis" caption)

The first Canadians to be airlifted out of Beijing have arrived in Tokyo.

There is praise for the evacuation by Canadian authorities.

Canadian reaction (hot lines, etc.)

To reporter

live shots (Montreal, Ottawa)

house of commons speakers

Joe Clark

Live comments

reporter live

- 5) 2:08 PM OTS graphic

In Winnipeg the eagerness of some city councillors to condemn the violence has resulted in a row regarding two Chinese pandas and a visiting Chinese mayor.

To reporter

live shots

live comments

6) 0:30

National graphic and music

Stocks

Gold and dollar

Coming up on the Journal - flight from China; a Canadian caught up in the massacre (live shots)

Graphic

7) 0:39 PM OTS graphic

DC8 crashes in the fog on the third attempt to land in Suriname

Live shots

No Canadians on board

8) 0:35 PM OTS still photo and graphic

Soviet leader appealed in Moscow for a stop to the ethnic violence in the Soviet republic of Uzbekistan

Live shots

9) 2:21 PM OTS graphic

Solidarity trade union pushes for new talks with the Polish government on the next steps to reform.

To reporter

live shots

live comments

reporter live

- 10) 0:27 PM OTS graphic
Bombardier of Montreal is getting deeper into the aviation business.

- 11) 0:55 PM OTS still photo
The savage murder of a two year old boy has appalled police and terrified parents in Ottawa's biggest manhunt in 25 years.
To reporter
live shots
live comments

- 12) 1:46 PM different angle (closer, turned)
Tragedy of another sort in Florida - death by hand gun, by mistake.
To reporter (CBS news)
actual 911 call, still of the boy and girl and written transcript.
live shots
public service commercial

- 13) 0:05
Graphic and music

- 14) 1:46 PM OTS graphic
People in Saskatchewan are choosing sides in another bitter fight over uranium. Proposal for a new mine at Cigar lake.

To reporter

live shots

live comments

reporter live

15) 0:09 PM full front (chest) camera comes in closer

That's the National for this Wednesday night. Thanks for watching. For
CBC news I'm Peter Mansbridge. Stay with us now for The Journal.

Total - 20:08

CTV Wednesday June 7, 1989

- 1) Introduction - 0:35 (announced by Lloyd Robertson) (all with live shots and captions)
 - a) Despair in China - Military shoots at random
 - b) A long wait - AIDS researchers say a cure is a long way off
 - c) Police in Ottawa are shocked at the worst sex crime they've ever seen

Graphics and music

(announcer) The CTV news with Lloyd Robertson

- 2) 2:44 LR OTS graphic
Good-evening. Another day of violence and bloodshed in Beijing as foreigners try to get out. To reporter
live shots
Chinese television footage
reporter live
- 3) 0:26 LR full front
Elsewhere in China there were widespread protests against the government and its military crackdown
Live shots

- 4) 2:36 LR OTS graphic
A group of Canadians arrived in Tokyo today. Ottawa advises Canadians to leave China. Track and ensure the safety of Canadians in China. Some have decided to stay others are trapped.
To reporter
live shots
live comments (Cdn. student and teacher)
reporter live

- 5) 0:30 LR different angle (CTV over right shoulder)
Other, smaller groups of Canadians have already arrived home.
Live shots
live comments

- 6) 2:02 LR full front
Ottawa is trying to get all Canadians out within the next few days. Fear that someone will be stranded.
To reporter talking to woman whose brother is trapped
live shots
reporter live

- 7) 1:50 LR OTS graphic
The United States is telling its people that the situation is dangerous and they should leave. Relations are beginning to deteriorate between the state department and China.
To reporter
live shots

old ABC footage

file pictures

written quotes of statements over graphics

8) 0:15 LR full front

Looking ahead to other news of the day:

-searching for an AIDS vaccine

-people with AIDS battle to get treatment that is available

(live shots, in box, with "still to come" caption)

We'll be back in just one minute.

9) 1:02 commercials

10) 0:29 LR full front

At least 89 people aboard a jetliner were killed in a plane crash in
Suriname - South America.

Live shots

11) 2:08 LR OTS graphic

There is some depressing news regarding the search for a cure for AIDS.

Conference in Montreal.

To reporter

file pictures

live shots

live comments

reporter live

- 12) 3:00 LR OTS graphic "The War on AIDS" caption)
As we've just heard a cure for AIDS is still a long way off. For now look for treatment, but not everyone has the same access to drugs that are available and effective. The federal government has lessened restrictions in the last four months but not enough.
To reporter
live shots
live comments
reporter live
- 13) 0:10 LR full front
In our next segment the killing of a little boy in Ottawa touches off a massive investigation.
(live shots, in box, with "next" caption).
- 14) 2:19 commercials
- 15) 0:20 LR OTS graphic
One of the largest American companies in South Africa is pulling out.
- 16) 0:46 LR OTS graphic
A Canadian company (Bombardier) is taking over a major British aircraft manufacturer
Live shots
live comments

- 17) 2:02 LR full front
Every available police officer in Ottawa is assigned to a vicious case; the sexual attack and strangling of a two and a half year old boy.
To reporter
live shots
live comments
still of the boy
- 18) 0:12 LR full front
When we come back, the citizens of Beijing speak out
(live shots, in box, with "coming back" caption)
- 19) 2:02 commercials
- 20) 0:41 LR different angle
Man pays his income tax in Edmonton with \$2438 worth of Loonies.
Live shots
- 21) 0:20 LR OTS still photo
Sprinter Ben Johnson says he wants to return to competitive racing next year.
- 22) 1:58 LR OTS graphic
Thousands of Chinese students may have been driven from Tiananmen square but the spirit is still very much alive.
To reporter
live shots

live comments

stills of protestor scenes with singing overlay.

23) 0:19 LR full front

Tomorrow on Canada AM, more on China where foreigners are scrambling to escape and 250 Canadians flew to Tokyo today and some arrived here tonight.

I'm Lloyd Robertson, for CTV news good-night.

(camera pulls back to show set)

Total - 28:27

Ads - 5:23

NEWS - 23:04

CBC Thursday June 15, 1989

1) 0:48 Introduction

Graphics and music

Date (announcer)

Tonight on the National (announcer)

- a) Chinese defections - some officials in Canada want to stay here
- b) In the black - Canada Post shows a profit for the first time in 30 years
- c) On The Journal - Terror in China

(all with live shots)

Graphics and music

(announcer) The National with Peter Mansbridge

2) 2:36 PM OTS graphic

Good-evening. Canadians have watched for nearly two weeks and now it's at our doorstep. Tonight we have granted political refuge to Chinese diplomats.

To reporter

live shots

old footage

live comments

reporter live

3) 2:29 PM OTS graphics

For protestors in China the outlook is grim. Mass arrests and harsh sentences.

To reporter

Chinese television footage

live shots

live comments (cdn. flag and ambassador)

Canada's ambassador left the country today, recalled to Ottawa in protest

reporter live

4) 2:37 PM OTS still photo and graphic

Gorbachev is on an official visit, his first, to West Germany. He is concerned but did not directly criticize the events in China.

To reporter

live shots

Gorbachev speaking & interpreter

reporter live

5) 0:16 PM OTS graphic and still photo

A Belgian doctor held hostage in Lebanon for 13 months has been released.

6) 0:29

The National graphic

Stocks

Gold and dollar

Coming up on The Journal - Andreas Papandreo (live shots)

Graphic

7) 2:07 PM OTS graphic

Post office shows a profit for the first time in 30 years and expects even larger profits.

To reporter

live shots

live speakers (President and critics)

reporter live

8) 2:29 PM OTS graphic

Canada's charter of rights and freedoms is to be used in a court battle over language rights for immigrants

To reporter

live shots

live comments

reporter live

9) 0:13 PM OTS graphic

More nurses walked off the job in British Columbia today as strike for higher pay enters its second day.

10) 0:26 PM OTS graphic and still photo

An Ottawa man was convicted for donating blood even though he knew he had AIDS. The conviction is the first of its kind in Canada.

- 11) 2:32 PM OTS graphic and still photo
The Canadian athlete who tested positive for steroid use will appeal her suspension. She was the first to be tested out of the country and the first to be found positive.
To reporter:
competition footage
live shots
live comments
reporter live
- 12) 2:28 PM OTS graphic and still photo
Patricia Starr accused of misusing thousands of charity dollars by donating it to the Toronto liberals.
To reporter
live shots
live comments
reporter live
- 13) 0:05
Graphic and music
- 14) 2:18 PM full front
Who owns the rights to the image and products of Anne of Green Gables in PEI? The Islanders or an Ontario company?
To reporter
scenes from the play

live shots

shots of Anne products

live comments

reporter live

15) 0:11 PM full front

That's The National this Thursday night. Thanks for watching. For CBC news I'm Peter Mansbridge. Allyson Smith will be here tomorrow night. I'll see you again on Sunday. Stay with us now for The Journal.

Total - 22:04

CTV Thursday June 15, 1989

- 1) 0:32 Introduction**
In tonight's news (announced by Lloyd Robertson) over music
 - a) Sentenced to death in China**
 - b) Posting a profit - Canada Post**
 - c) Rough time for Ontarios governing liberals**

(all with live shots and captions)

Graphic and music

(announcer) **The CTV national news with Lloyd Robertson**

- 2) 3:02 LR OTS still ("China in Turmoil" caption)**
There were scenes of humiliation for protestors in China
To reporter
Chinese television footage
archival footage
live comments
reporter live
-Canadian ambassador leaves
-Crowds at Canadian embassy wanting for visas

- 3) 2:16 LR OTS still photo and graphic
In Ottawa external affairs minister: Joe Clark called in the Chinese ambassador to lodge a protest. Reports of Chinese officials defecting to Canada.
To reporter
live shots
live comments
previous footage of the demonstrators
reporter live
- 4) 1:50 LR OTS still photo (Gorbachev) and map (West Germany)
Gorbachev speaks out. The events in China could undermine efforts to ease tensions around the world.
To reporter
live shots
Gorbachev talking and reporter interpreting
- 5) 0:20 LR OTS still photo (Gorbachev) and map (West Germany)
Berlin Wall is not eternal and may eventually be dismantled for a unified Germany.
- 6) 0:16 LR full front
Still to come...A switch for Canada Post - it shows a profit.
and another Canadian athlete is banned for taking steroids (live shots, in box, and "still to come" caption for second story only).
- 7) 1:02 commercials

8) 1:50 LR OTS graphic

Canada Post has made a profit for the first time in thirty years. The critics are saying that the profits should go back into customer service and not into the government's coffers.

To reporter

live shots

live comments

graphics with written points underneath and stills

reporter live

9) 0:17 LR different angle

Two Canadian companies have launched a hostile takeover of Dunkin' Donuts.

10) 1:04 LR OTS graphic

Major report on poverty in Canada released today by the Canadian Council on social development.

Graphics with written statistics

change of angle (back to LR)

11) 2:30 LR OTS still photo

Canadian track and field... another Canadian tested positive for steroid use

To reporter

prior footage

file pictures (identified)

live shots

live comments

reporter live

12) 0:14 LR full front

In our next segment

-one scandal after another for Ontario government

-Striking BC nurses seem to be losing the battle for public support (live shots, in box, with "next" caption)

13) 2:19 commercials

14) 2:42 LR OTS graphic

The nurses strike in British Columbia spread to nine more hospitals today.

To reporter

live shots

live comments

15) 0:15 LR different angle

Nurses in Quebec meanwhile appear close to settling their contract dispute

16) 0:37 LR full front

The Quebec political landscape lost one of its brightest fixtures. Maurice Belmaire died

- 17) 2:00 LR OTS still photo
Series of scandals in Ontario's liberal government
To reporter
live shots
live comments
prior footage
reporter live

- 18) 0:20 LR OTS still photo
A Belgian hostage was released in Lebanon today (Jan Cools)

- 19) 0:44 LR full front
Buildings in Budapest are draped in black tonight on the eve of an unusual funeral. Nagy, the premier in 1956, who was hung for treason will be reburied as a hero.
Old footage
Shot of a cross in a cemetery

- 20) 0:13 LR
When we come back
-scientists shed new light on controlling our body clocks (live shots, in box, with "Coming back" caption.

- 21) 2:03 commercials

22) 2:03 LR full front

American scientists reported today that they have figured out how to reset the body's clock by controlling light exposure.

To reporter

live shots

live comments

23) 0:20 LR full front

It could be a long time coming (he smiles)

Tomorrow on Canada AM the head of the Post Office talks about post office profits.

I'm Lloyd Robertson for CTV news good-night (pull back and show set)

Total - 28:49

Ads - 5:24

NEWS - 23:25

CBC Friday June 9, 1989

1) 0:49 Introduction

Graphics and music

Date (announcer) and written as part of the graphic

Tonight on The National (announcer)

- a) Asserting control - Deng Xiaoping goes on television to say who's in charge
- b) Changing the rules - The White House announces it will cut acid rain
- c) On The Journal - life under the gun; the toll martial law has had on the people

(all with live shots)

Graphics and music

(announcer) The National with Knowlton Nash

2) 3:25 KN OTS graphics ("China in Crisis" caption)

Good-evening. Who is governing China? Deng Xiaoping makes a dramatic appearance on television.

To reporter

Chinese television footage

live shots

arrest footage

live comments

reporter live

3) 2:15 KN OTS graphic

Enormous damage has been done. Many countries are looking hard at their relations with Beijing.

To reporter

live shots

live comments (Canadian ambassador recommends that tourists stay away)

prior footage

reporter live

4) 2:41 KN OTS graphic

External affairs minister Joe Clark - brutality against the students has damaged relations between Canada and China.

No plans to recall the Canadian ambassador. The embassy is helping people to evacuate. Chinese students in Canada (4000) - no fear about being sent home as their visas will be extended.

To reporter

live shots

live comments (Mulroney)

reporter live

5) 2:36 KN OTS still photo and graphic

Prime Minister Mulroney was in Vancouver to make a speech on the environment. Ottawa is setting up a panel to prevent oil spills... switch to US story on acid rain emission cuts.

To reporter

live shots

written statement quotes (main points) (over graphic)

Canadian ambassador to Washington speaks

live comments

reporter live

6) 2:43 KN OTS graphic

New development in the controversy. The chemical spray ALAR has been pulled off the Canadian market (due primarily to the influence of US pressure). It was pulled off last month in the States.

To reporter

file pictures

live comments

live shots

reporter live

7) 0:37

The National graphic

stocks

Gold and dollar

Coming up on The Journal - Star Trek 5? and What makes a home sweet home? (live shots and speaker)

- 8) 0:46 KN OTS graphic
80 people have been killed in ethnic violence in Uzbekistan in The Soviet Union.
Live shots

- 9) 0:31 KN OTS graphic
Stormy end to the inaugural session of the new Soviet parliament.
Drama unfolds on Soviet television
Live shots
Sakarov speaking
Gorbachev speaking

- 10) 2:23 KN OTS still photo and graphics
Lech Walesa hinted today that some Solidarity people may join Poland's government.
To reporter
live shots
live comments (interpreted by the reporter when in Polish)
reporter live

- 11) 0:05
The National Graphic

- 12) 3:12 KN OTS graphic
The 5th international conference on AIDS in Montreal is over.
To reporter
live shots

live comments and speakers

reporter live

film footage of Thailand night life.

*danger for Vancouver street people as well (similar to that in Thailand)

13) 0:11 KN full front

And that's The National for Friday June 9th. For CBC news I'M Knowlton

Nash. I'll be back tomorrow with Saturday Report and The National.

Now stay with us for The Journal.

Total - 22:14

CTV Friday June 9, 1989

- 1) 0:31 Introduction
In tonight's news (announcer by Peter Murphy) over music
 - a) Back in control - Deng Xiaoping resurfaces on television
 - b) Conference wrap up
 - c) Saving the rhinos

(all with live shots and captions)

Graphic and music

(announcer) The CTV National news with Peter Murphy

- 2) 2:38 PM OTS still photo and graphic
Good-evening. Lloyd Robertson is away tonight.
Deng Xiaoping makes his first appearance after the massacre
To reporter (caption "China in Turmoil" across the bottom of the screen)
Chinese television footage
live shots of arrests
live comments (cdn. diplomat speaks)
- 3) 2:33 PM OTS graphic
For the people of China the government's crackdown has put an end to
the openness that flourished under the reforms of the past decade.

To reporter ("China in Turmoil" caption)

live shots

Chinese television footage

live comments

cdn. ambassador speaks

reporter live

- 4) 0:21 PM different angle

A group of Canadian students in China were reported headed for safety today.

- 5) 1:58 PM OTS still photo over graphic

Mulroney holds out hope for people wanting to escape the repression of China. He will make it easier for students to stay in Canada and for families to be reunited here.

To reporter

live shots (students in Canada)

Mulroney speaks

reporter live

- 6) 0:36 PM full front

One of Hong Kong's leading business men is more optimistic about the British colony's future.

Live shots

- 7) 0:16 PM full front

Coming up later in our news...

-Canada's biggest ever conference on AIDS ends

-Crackdown on violent young offenders

(live shots, in box, with "still to come" caption)

Back in just one minute

8) 1:02 commercials

9) 2:18 PM OTS graphic

12,000 delegates met at the conference on AIDS in Montreal. The conference wraps up.

To reporter

live comments

live shots

AIDS quilt

Canadian health minister talks about how all levels of Government should help

Drug user stats

Cases of AIDS in Canada

10) 1:29 PM different angle

Joining us now from Montreal is Yvette Perrault the support coordinator for the AIDS committee of Toronto.

Interview - talking head (mostly on her)

- 11) 0:24 PM OTS graphic
The controversial apple spray, ALAR, has been voluntarily withdrawn from the Canadian market.

- 12) 2:09 PM OTS graphic
The provincial justice minister says that the young offenders act should be tougher.
To reporter
old footage of a youth murderer
live shots
major points written on the screen over graphic
live comments
reporter live

- 13) 0:22 PM OTS still photo
BC former premier, Bill Bennett, will not face further prosecution in that province for insider trading. But will appear in an Ontario court, next month, on similar charges.

- 14) 0:10 PM full front
In our next segment
-growing unrest grips the Soviet Union
(live shots, in box, with "next" caption)

- 15) 2:18 commercials

- 16) 1:39 PM OTS graphics
Authorities in the Soviet Union are struggling to regain control in the republic of Uzbekistan.
To reporter
live shots
Soviet television footage
speaker and reporter interprets
- 17) 0:30 PM OTS still photo
Gorbachev tried to reassure members of the Soviet parliament today that he is firmly in control.
Live shots of him speaking (but we hear PM)
- 18) 2:48 PM full front
The man named to succeed Ayatollah Khomeini was given another boost today. Support came during Friday prayers in Theran.
To reporter
live shots
speakers and voice of translator
reporter live
- 19) 0:12 PM full front
When we come back
-an unusual campaign to protect Africa's endangered rhinos
(live shots, in box, with "coming back" caption)
- 20) 2:02 commercials

21) 0:12 PM OTS graphic

A top cabinet official was gunned down today in El Salvador.

22) 2:01 PM different angle

Trying to save the rhino in the South West of Africa. It is one of the most endangered species there.

To reporter

live shots

live comments

23) 0:12 PM full front

That's the news for tonight. I'm Peter Murphy. For all of us here at CTV news good-night, see you tomorrow. (camera pulls back to show the set)