

Running Time	Item time	Story
:00		Opening credits
:05		Teaser - chlorine leak at school
:13		Teaser - local man missing in Iraq for 1 ½ years
:29		Teaser - house explosion in Minneapolis
:36		Introduce anchors
:41	2 minutes	Top story - Suspected copper thieves set off home explosion in Minneapolis. Cut to pre-recorded footage interviewing police officer at the scene.
2:52		Return to anchor in news station
3:01	10 seconds	Breaking news - MN soldier killed in Iraq; no details available other than to say he was a St. Paul man
3:11	1 minute	Local/international news - Remains of local man missing 1 ½ years in Iraq identified by FBI. Cut to pre-recorded interview with the man's family.
4:04		Return to anchor in news station
4:21	1 ½ minutes	Feature story - Dangers of working as private contractors in Iraq. Cut to pre-recorded interview with local police chief who took one year off to train Iraqi soldiers.
5:58		Return to anchor in news station
6:06	30 seconds	Political news - Anti-war rally at University of Minnesota leads to 16 arrests
6:36	30 seconds	Political news - Governor declares March 29 as a state day to honor Vietnam War veterans
7:01	30 seconds	Education - Rally at state Capitol in support of funding for early education programs, including Head Start
7:25	30 seconds	Local news - Last remaining hospitalized Rocori HS students and staff released following chlorine leak
7:54	30 seconds	Political news - Congressman Jim Oberstar pushing for state hearing on 35W bridge collapse; want state to have more involvement with investigation
8:33		Teaser - 2007 a good year for farmers
8:42		Teaser - 10 years after the St. Peter tornado
8:50		Teaser - weather preview
9:00		Public service - News station-sponsored blood drive on now
9:07		Commercial break
11:52		Returning to news credits
12:05	30 seconds	State news/economy - 2007 best year for crop farmers since 1973; in contrast, hog farms suffering
12:35		Banter between anchor and weatherman
12:43	30 seconds	Feature story - Look back at the St. Peter tornado. Statistics on history of March tornadoes in Minnesota, show weather maps from day of storm
14:25	30 seconds	Weather - anchor asks weatherman about predicting storms and

		seasonal weather patterns
14:42	30 seconds	Weather (regional) - severe weather in Iowa, Missouri, S. Dakota
15:10	2 minutes	Weather (local) - weatherman forecasts weather from outside
17:12		Banter between anchor and weatherman
17:27		Public service - reminder about blood drive; live images from inside bloodmobile
17:44		Teaser - High school boys basketball tournament
17:53		Teaser - Gophers football gearing up
18:04		Commercial break
20:48		Banter between anchor and sports reporter
20:59	3 ½ minutes	Sports (local and state) - HS boys basketball tournament, new state scoring record in boys basketball, more tournament coverage, Gopher football begins spring practice, MN Twins lose spring league game 5-1
24:46		Return to anchor
24:55		Commercial break
27:35		Return to news - start with screen showing TV schedule for the evening
27:49	30 seconds	Local news - Wisconsin governor to change law banning heated sidewalks
28:16		Newscast ends - anchor, weatherman, and sports reporter all seated at the anchor desk
28:29		Station flashes tip line phone number
28:39		Station announces Closed Captioning sponsor
		Total time on news stories = 15:10
		Total time on commercials = 8:10
		Total time on teasers/credits/banter/transitions = 3:59

**Analysis** - The newscast opened with 3 teasers about stories to be covered during the program. The third teaser was actually the top story. After these quick previews, there was a cut to a pre-recorded, standard introduction of the anchors. Then the male anchor (the female anchor was off for the evening) began reporting about the top story - a house explosion in Minneapolis likely set off accidentally by copper thieves.

The anchor's vocabulary, voice pitch, speed of speaking, and intensity in looking at the camera lent a sense of urgency, which was reinforced by a rapid cut to the scene of the explosion (recorded earlier in the day). The reporter on the scene used concrete, simple language punctuated by occasional vivid adjectives to describe the scene. The reporter was never seen on camera - it was all a voiceover while the camera footage panned the wreckage of the explosion. I appreciated the somewhat subdued use of language by the reporter - the camera images were sufficient in capturing the damage and superfluous language was unnecessary. It would have just made the story seem sensationalized and over-dramatized. The report went on to interview

a Minneapolis Police investigator who was experienced in dealing with copper thieves and abandoned houses. He showed several pieces of evidence that led him to believe copper thieves set off the explosion. The broadcast then cut back to the anchor in studio who advanced the story by sharing some statistics on copper theft.

There was a 10-second blurb on a breaking news story about a St. Paul soldier killed in Iraq but no other details were given. Again, the anchor spoke with urgency and intensity in sharing this tidbit of information.

The third story, about the discovery and identification of a missing Minnesotan's remains in Iraq, was handled with less urgency. Background on the story was given by explaining that the man had been working as a private contractor in Iraq and went missing in November 2006. The story was brought back to the present with the anchor's explanation of when and where the remains were found and who identified them. The anchor spoke less forcefully, less quickly, and his face softened ever-so-slightly. The adjectives and language used were not as dramatic as for the anchor's lead-in to the top story. Once again, the story cut to a pre-recorded segment by a reporter, also not seen on camera, who interviewed the victim's family members.

When the broadcast cut back to the anchor, he ended the story and then tied it into the next story about the dangers of working in Iraq as private contractors. Most of the story centered on a local police chief who took a year off to work in Iraq training security forces. As with the previous stories, his interview was also pre-recorded and the reporter never appeared on screen – voiceover was used once again. A few sound bytes from the missing man's family (previous story) were also used.

The next five stories, all of them short in comparison to those prior, were reported by the anchor. There were few details and adjectives, no superfluous language, just straightforward, brief reporting. All but one of these stories had a somewhat political affiliation: an anti-war rally at the U of M; an education rally at the state Capitol; the governor's declaration of Vietnam War veteran's day of remembrance; and a state legislator calling for a hearing about the 35W bridge collapse investigation by the NTSB. The other story followed up a report from the previous day about a chlorine gas leak at a local high school – all those who had been hospitalized were sent home. All of these stories included film footage that rolled while the anchor reported the news.

This was followed by more teasers for upcoming stories and a commercial break. When the broadcast returned, there was a brief summary of an economic report released about Minnesota crop farming in 2007, followed by a longer feature story about the St. Peter tornado, to mark its 10-year anniversary. This story used a combination of photos and news reel to show footage from the day of the storm. Unlike the top story the reporting for this story, despite graphic images portraying the destruction, included a lot of dramatic language that made the story seem less sincere and more sensationalized.

This story led into the weather report, which consumed 2 minutes of the broadcast, plus 30 seconds of weather banter between the anchor and weatherman.

Another commercial break followed the weather. When the broadcast continued, 3 ½ minutes were spent reporting sports. The bulk of this reporting was on the MN State High School

League boys basketball tournament. All of the reporting was done in the station by the sports anchor, but footage rolled while he was reporting. Two short segments covered the Gophers football team – a press conference had been held – and the MN Twins, who are wrapping up spring league play. As with all sports coverage, a lot of sports metaphors and jargon were used. The anchor spoke quickly in order to narrate the clips being shown, which lent a sense of pressure and excitement to the coverage. Sports coverage ended by cutting back to the lead anchor and then another commercial break.

When the broadcast returned, there was only one short story reported about a change to a Wisconsin law prohibiting heated sidewalks. This newscast ended with the anchor, sports reporter, and weatherman all sitting at the anchor desk. The time was 28:29.