

ABSTRACT

WARE, JENNIFER MARIE. Still 'Live at the Scene': An Exploration of Timely Television News Broadcasts Repurposed as Online Content. (Under the direction of Dr. Melissa Johnson).

Technology has afforded journalists a myriad of new opportunities to promote and publish content online. This project provides an overview of many of the new practices that have become standard operating procedures for digital media news creation and examines how the heavy imprint of traditional media news values are not contextualized within the new media platforms. As such, this project demonstrates that the traditional television media forms and values imported into a new medium may not be the best practice for the new platform unless new concepts are added to existing journalism practice. While generally the idea of what makes an event “newsworthy” has not changed dramatically, the video news dissemination processes have changed considerably. In broadcast journalism, TV news content is shifted from a one-time TV broadcast that is controlled by the content provider and broadcast at a specific moment to an interactive online environment in which video content can be shared and saved by users to play at a later time. This online environment also affords journalists the ability to upload and change information throughout the day or even days/weeks later, bringing a sense of immediacy to the online content. This brings to the fore issues related to the implicit timeliness of repurposed broadcast news videos situated within an online environment that centers upon immediacy and content interactivity.

This project explores the inadvertent temporal shifts within the products produced that hinge upon particular news values for a specific medium. When those news values are repurposed in a new environment, this project demonstrates that further explicit contextualization of the repurposed materials is needed for those news stories to continue to

provide the same knowledge as they did within the first medium. This project contributes to the field of mass communication and offers a research technique to capture online multimedia materials in context. Additionally this project puts forth a theoretical concept of temporal fixity as a bridge to temporally tie content that has been repurposed online to its original medium and thus retain the original function of foundational news values. Finally, this project offers practical solutions to implement the theoretical concept as part of broadcast journalism best practices.

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Still 'Live at the Scene': An Exploration of Timely Television News Broadcasts Repurposed
as Online Content

by
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DEDICATION

For Mom, Dad, Grandma Jaeger, and Ash

BIOGRAPHY

Jennifer Ware is a scholar with research interests in multimedia production, broadcast journalism, visual communication, digital media, and technology and pedagogy. Jennifer is from Brookfield, Wisconsin and attended the University of Wisconsin-Milwaukee where she found her passion for broadcast journalism and storytelling. After her Bachelor's, she worked for CBS 58 in Milwaukee, WI as a videographer/morning show editor where she created the video editing workflow for a new hour-long morning show. Later, she moved to Virginia Beach, VA and began her Master's Degree in film directing at Regent University where she was awarded the 2003 Outstanding Graduate in Cinema Arts award. She remained in Virginia working for a public communications department of a city government and later as the online video advertising producer/director of the Interactive Media division of *The Virginian-Pilot* newspaper in Norfolk, VA. She has thirteen years of award-winning multimedia experience including Milwaukee Press Club Awards for her video journalism and news reporting, and Telly, NOTOA, and Marcom Awards for her city government work including the multi-award winning documentary "*The Great Dismal Swamp: Glimpse Into the Wild.*" After working for several years in multimedia online advertising for *The Virginian-Pilot* in Norfolk, VA, Jennifer decided to return to school to once again. Since beginning her doctoral studies in the Communication, Rhetoric, and Digital Media program at North Carolina State University, Jennifer has worked on an NSF grant entitled *Scaling Up STEM Learning with the VCL*. Her work included making a role model video library to increase high school students' awareness of STEM careers. She has also published in the *SAGE Encyclopedia of Social Networks* and the magazine *Teaching and Learning with*

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For years I was searching for a Ph.D. program that would allow me to bring the video production skills I already had to an environment that would build my theoretical understanding while acknowledging that production skills were also of value. Then I found the CRDM program at North Carolina State University and I knew I had found exactly what I was looking for. Throughout my time here I have been stretched intellectually while still fully using my love of video and storytelling to impact those around me. I've been given tremendous opportunities to research ways to motivate high school students to pursue new careers and opportunities, to develop instructional materials to help teachers learn to use technology in their classrooms, and to create educational resources for college composition students to learn how to use new media.

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CHAPTER 1

INTRODUCTION

For the majority of the history of the journalism industry, media platforms were distinct and separate entities. Broadcast TV stations, radio news stations, and newspaper companies maintained their own rules, news values, and story-telling structures. Each used a separate medium, also known as a communication delivery platform, to bring news to the public. However, within the last 10 years, the boundaries between the content produced for each medium have blurred as a new medium, the Internet, has emerged as an additional publication platform for those working in TV, radio, and print. Publishing online is not simply another separate medium available to those specifically trained to work within it, but rather it is a publishing platform used by all journalists to extend the reach of TV, radio, and print content. Referred to as a paradigm shift within the journalism industry (Quinn, 2005; Wilkinson, Grant, & Fisher, 2009) publishing news via multiple platforms has dramatically altered the daily routines of broadcast journalists. What was once a field where broadcast journalists focused on their primary responsibility of reporting news stories for television is now an on-air *plus* online industry. Instead of the content airing once or twice a day during specific newscasts, the on-air news stories also become repurposed content that is accessible online at any time. After the news airs on television, the half-hour news programs are split back into reporter packages, which are smaller segments within the TV newscast that tell a complete news story in a short amount of time. The reporter packages are then repurposed and published on local TV station websites in video or textual form, pushed to public video streaming services to reach broader audiences (Peer & Ksiazek, 2011), forwarded via email

sharing tools, promoted on Twitter (Greer & Ferguson, 2011) and other social networks.

This multi-platform publishing approach is broadly referred to as convergence.

Perspectives from the Field

While the changes in the daily routines and roles of U.S. journalists and the state of the field are well documented from the perspective of news directors (Cremedas & Lysak, 2011; Papper, 2005) and broadcast journalists (L. K. Smith, Tanner, & Duhé, 2007) the video content that is produced by broadcast journalists on a daily basis that is now published on multiple platforms has not been scrutinized within the online environment. While this chapter notes that people, specifically broadcast journalists produce the videos, I choose to focus on the final product produced, the knowledge itself that is presented in the form of the hard news video, rather than explore the changing journalistic roles via an ethnographic approach. In doing so, this project extends current discussions of the changes in broadcast journalism because of convergence to examine how those changes subsequently affect TV news stories.

An additional goal of this project is to clarify how the changes brought forth by convergence in some ways necessitate the repurposing of existing TV news stories. However, what is still needed is analysis of the hard news TV video content, typically characterized by a news value called timeliness (Bell, 1991; Wilkinson et al., 2009), when placed in an online context, usually characterized by the concepts immediacy (Bucy, 2004) and interactivity (Karlsson & Stromback, 2010). Within this project I first outline the TV broadcast news value of timeliness, the key news value that identifies the importance of the content (Bell, 1991) and foreground the rhetorical value of timeliness in its original context.

Then I provide an understanding of the organizational shifts and the new role of the convergent journalist created because of the larger changes. This clarifies why repurposing of content is necessary for news organizations. Next, I explore TV news stories created by U.S. local broadcast journalists through a content analysis of repurposed hard news videos on local TV news stations websites, an additional platform used by the broadcast journalism industry to disseminate content. This project will show that digital technologies used by broadcast journalists affect traditional news values in unexpected ways.

News Values and Knowledge Production

In 2005, Quinn projected that information technologies and digital tools embraced by journalists would increase daily performance and storytelling abilities. With the increase in online publishing, Quinn noted that journalists needed a journalistic mindset¹ in order to transform information, raw facts like data and numbers, into knowledge. However, Quinn (2005) cautioned that journalists who use new technologies to publish news need to learn from other reporters and producers who have prior experience using those technologies. Technologies, while they can transmit information, do not create or promote knowledge and learning on their own:

“Circulating human knowledge is not a matter of search and retrieval, as some technology-driven views of knowledge management might have us believe. It is easy to use technology to retrieve explicit knowledge and information but it is difficult to

¹ The willingness to adapt to change, try new technologies, to share technical skills and information with other employees (Quinn, 2005, p. 154).

detach implicit knowledge from one knower and attach it to another” (Quinn, 2005, p. 165).

I begin this project with Quinn’s statement to extend the discussion of explicit knowledge and information to focus not on people who make the knowledge, but rather on the video content produced by those working in the broadcast journalism industry. For Quinn, explicit knowledge, what can be easily recorded and reproduced, is different from implicit knowledge, something contained internally that is generally available but is implied within the larger project (for example a journalist’s “know how” or instinctual knowledge)(Quinn, 2005). I contend that hard news videos created by broadcast journalists to be aired on television are forms of explicit knowledge. At the same time, this project will show that this explicit knowledge produced by journalists relies upon implied sets of particular values to build and structure that knowledge for the public.

Knowledge is a news story reported by a journalist who works with integrity, storytelling experience, and a contact base in order to present the public with a refined and comprehensive understanding of the data and information (Quinn, 2005, pp. 153-157). Knowledge creation involves people who have the ability to take information and structure it so as to facilitate ease of use and understanding by others. Journalists use specific structures, known as news values² to construct a framework that organizes news stories in particular ways. News values have been broadly described as common-sense practices that have been

² News values are also referred to as “frames” and will be discussed at length throughout this project.

developed over time by the journalism industry to structure news stories (Montgomery, 2007, pp. 10-11). Standard sets of news values afford journalists the ability to process information and deliver it to the audience in recognizable forms. Thus, news values are used by journalists to turn information into knowledge and, as such, news values are necessary components that enable journalists to broadcast information to the public through a shared system of understanding.

Broadcast journalists create knowledge by taking the data and facts of an event and weaving the information together from multiple viewpoints to produce a news story for a television news audience. This production process is the standard way broadcast journalists create stories for television news (Gitlin, 1980, p. 7). While camera, video editing, and content dissemination technologies have evolved over time, the storytelling process for how TV news is created with news values and reported to the public currently remains the same. At the same time, the news values used to structure broadcast journalism and print journalism have also remained the same while publishing online has created additional news values for journalists to structure the news in the ways most appropriate for the medium. It would seem then, that with the increase in the use of the Internet as another medium for broadcast journalists to broadcast video news stories, that creating knowledge in an online environment would be a rather simple process. Because existing journalism industries are built upon distinct news values and structures and also recognize that there are different values available in the new online medium, it would also seem feasible that broadcast journalists would produce news that leverages the best values of the new medium. Yet as this project shows, the act of repurposing content from one medium (television) to another (the Internet) is much

more complicated because of the underlying values and principles that are used to construct and produce television news stories that air on television. I argue that while the style of broadcast news reporting has not changed, the addition of the online platform as another medium of dissemination of TV news video content compromises the effectiveness of specific news values used to create and report broadcast news stories.

This project focuses on local news video content to explore how some news values expressed explicitly in TV broadcasting become implicit when TV news videos are repurposed as online video content. Specifically, as broadcast journalists publish TV content via online websites in video players, I argue that attention must be paid to the explicit news values that are expressed during the news television broadcast and how specific values are disassociated from their original context when they are placed online. The overall goal of the project is: to highlight how the daily tasks of broadcast journalists have been changed in such a way so as to invite new possibilities via a different platform of dissemination, the Internet. Yet, at the same time, that platform inadvertently restructures an explicit fundamental news value, timeliness, within broadcast reporting.

In particular, this project focuses on how the explicit timeliness expressed during TV broadcast hard news videos is temporally disassociated and becomes implied timeliness when the hard news videos are repurposed online. Timeliness is a key component of the situational context used as the main value of each hard news story broadcast to the public through a television and will be discussed at length throughout this project. In order to understand how this compromise occurs and why timeliness is an essential news value for broadcast journalism, I first provide an account of the overarching strategies broadcast

journalists use to create knowledge in the form of news stories. This account enables a larger discussion of the managerial and economic reasons behind the push to repurpose existing video content. Throughout this chapter, I provide evidence as to why the news value of timeliness as expressed by broadcast journalists on TV is contextualized in ways that are medium-specific. This then provides the epistemological frame that is the foundation for the content analysis I conduct in this project to explore TV based medium-specific values of hard news videos repurposed in online environments.

Knowledge Production in Broadcast Journalism

The broadcast journalism industry involves reporters who examine events, objects, people, and happenings to choose the most appropriate news in that timely moment to report each day and night on local television news. This confluence of information, the “natural context of persons, events, objects, relations, and an exigence which strongly invites utterance” is more commonly referred to as a rhetorical situation (Bitzer, 1968, p. 5). Bitzer (1968) referred to the rhetorical situation as an overarching context through which rhetorical discourse is created as a response to an exigence. This notion of context is important for this project, as I explore the nuances of the medium-specific responses to a recurring exigence, the public’s desire for knowledge.

Historically, the overarching exigence for the broadcast journalism industry as a whole was the desire by the general public to know events and happenings within local neighborhoods and around the world. Both print and broadcast news industries were founded as a direct response to the public’s desire to know about the daily occurrences around them. Because of this recurring exigence and the establishment of an industry through which to

address this desire, journalists developed special styles and vocabularies for each medium as a form of discourse and the appropriate response to the recurring rhetorical situation (Bitzer, 1968, p. 13). For example, broadcast television news generally contains two overarching types of stories each with its own stylistic conventions: hard news and soft news. Hard news is explicitly timely, a “staple product” of the journalism industry and is the focus of this project while soft news³ includes stories that do not need to be broadcast at any particular time (Bell, 1991, p. 24). Both hard and soft news rely on similar storytelling structures yet hard news has the defining news value of timeliness as its main component. Because of the public’s desire to know the events happening in and around the world, the broadcast journalism industry chose to structure its responses upon timely delivery of current events.

Time as the Defining News Value

Time itself is “a defining characteristic of the nature of news, a major compulsion in news-gathering procedures, and a determinant of the structure of news discourse” (Bell, 1991, p. 201). The hard news story’s importance relies on the news cycle in which it is produced and, as such, the story is anchored to the time in which it is broadcast by sets of timely verbal cues like “live at the scene” and “happening right now.” These hard news stories include fires, accident reports, kidnappings, murders, political votes and any other content that is regarded as something the public needs to know close to the date and time in which the event occurs. Wilkinson et al. (2009) described three principles of television news

³ These stories, like feature news pieces or community profiles, can be aired days or weeks after being created

that distinguish it from all other news gathering processes. They stressed the importance of “the visual”, “the moment”, and “the simple” as the best principles to follow in order to present information to viewers to help them make informed decisions. For Wilkinson et al. (2009) “the strength of broadcast news has always been the timeliness element – the notion ‘this just happened!’” (p.201). Because of this, broadcast journalists foreground timeliness as *the* defining value at the core of the news gathering process and presents timeliness as a quality of the most important news of the day. Broadcast journalists respond to the public’s recurring need for news with timely stories, hinging the greatest value of these stories upon the special timeliness of the moment of the broadcast, also known as *kairos*.

Kairos as the opportune moment. *Kairos*, an opportune moment in which to present a case, story, or information indicates a temporal, qualitative range of time that is “the right moment” (Crowley & Hawhee, 2009; J. E. Smith, 1969). Miller (1992) argued that *kairos* is central to rhetoric as it provides the means through which rhetoricians can understand the situational context, the historical context, and specific characteristics of discourse related to the rhetorical situation (pp. 310-312). I assert that *kairos*, for broadcast journalists, is not merely any time at any moment that a story could be broadcast, it is a fleeting moment used by broadcast journalists as the most opportune and specific broadcast news time to present hard news stories to provide the greatest value to the public. For example, if a television news station reports a three-alarm fire on the East side of the city that occurred that same day, viewers expect to hear that the reporter is “live at the scene of a fire”, that “firefighters are currently battling the blaze right now” and see visual images of firefighters working to put out the fire. This is a *kairotic* moment of hard news, being on the scene of an event and

reporting the most current details of the situation to the audience. The report is contextualized with the timely verbal cues to foreground the importance of the story being broadcast in that moment. In the case of the fire, the viewers can then use the knowledge gained by the story to choose another travel route home, call a family member, and/or take appropriate action (if needed). If however, the news station does not report the three-alarm fire during a TV broadcast until a week or month after the fire has occurred but still uses the timely verbal cues like the reporter being “live on the scene of a fire” yet no fire is visible in the visuals, the audience might wonder why an event from the past is reported as “happening now”. Similarly, if the reporter is live on the scene and reports that a fire happened at that location weeks ago but does not have any updates as to why the fire occurred, the audience may wonder why the news is even being reported as a timely event at all.

In the example above, the opportune moment presented by *kairos*, reporting in the right place at the right moment on TV, has sufficiently expired so that the timely characteristic of the news story no longer holds the same power as the first example. Thus, the value of hard news hinges upon the timeliness of the story and being broadcast at the right moment, the *kairotic* moment, in which to respond to the exigence of the situation with a particular style of discourse that includes verbal and visual cues as to the timeliness of the moment. In this case, reporters use timely cues such as those used in the example above to explicitly state the value of the story as being contingent upon its timeliness and its presentation to the viewer at the appropriate time. Using *kairos* in this way highlights how hard news stories are built by particular discourse styles that are situated for a particular time and place.

For this project, *kairos* is outlined for broadcast journalism as the ‘opportune moment’ for reporting a hard news story and is indicated by timely verbal and visual cues within broadcast news.⁴ *Kairos* is also tied to a second temporal concept, *chronos*, the actual duration or calendar marking of time.

Chronos as the context-specific time. According to J. E. Smith (1969), “*chronos* is the background that *kairos* presupposes” (p. 2). Without *chronos*, an explicit reference to a particular measurable time on a calendar, the value of *kairos*, the opportune moment of delivery, carries little weight as it is no longer tied to a particular situational context that provides a historical reference. While both *chronos* and *kairos* refer to time, the first quantitatively refers to a specific, numerical point in time and the second refers to a qualitative point of a “special temporal position, such that what happens or can happen at ‘that time’ and its significance are wholly dependent on an ordinal place in the sequences and intersections of events (J. E. Smith, 1969, pp. 1-2). *Kairos* then, is dependent upon its counterpart *chronos* in order for broadcast journalists to be able to seize the value of the particular moment or understand why the moment is the best for reporting the story.

Within this project I argue that TV hard news stories lose meaning and thus their value when timely TV content is repurposed online in a new medium that affords viewers the option of when to choose to view the video. I argue that hard news stories require the timeliness cues to be fixed within *chronos*, the actual date in which the story is broadcast. Within the original medium, the television, the moment of viewing live television and

⁴ The verbal and visual cues will be outlined in depth in Chapter 2.

moment of reporting are one and the same⁵. As such, when a viewer watches the local nightly news on a particular date and the reporter says “live on the scene”, the viewer can extrapolate that, because the reporter and viewer are both in the same moment, the *chronos*, or particular date and time of the broadcast is also the same. In that moment, the opportune one for viewing that specific hard news story on television, the largest possible course of actions are theoretically available to the viewer and are dependent upon the situational context of the story being broadcast on television at the particular place and time.

Reporting hard news at the opportune moment. Because broadcast hard news uses timeliness and verbal timely cues to explicitly state that the reporter and viewer are within the *kairotic* or most opportune moment, reporting of the story at merely any time is not appropriate. Only a particular moment of time holds the highest value for the specific hard news story. For example, if three local news stations during their 5:00 p.m. nightly news report have a reporter “live at the scene” of a gas leak at a local high school yet a fourth local news station does not report about the gas leak until their 10:00 p.m. newscast, the fourth station has missed the opportune moment to present the best hard news for the public. Likewise, if the first three stations are still reporting live at the scene about the gas leak several days after the event and are providing no new information or insights, they too have missed the opportune occasion and are simply providing ‘old news.’ In this way, *kairos* then, is a very particular, opportune moment in which broadcast journalists report a story for

⁵ This does not include the use of a DVR, where the viewer chooses to record a live broadcast and watch it at a later date or time.

television news. Again, *kairos* in hard news stories is indicated by timeliness, the defining news value of hard news, in which timely verbal and visual cues are used to stress the importance of the events happening in that particular moment. At the same time, because the local news is broadcast live to local television viewers, the timely verbal and visual cues also ties *kairos* to *chronos*, the date and time of the newscast.

Newscasts are sequences of stories broadcast one after the other, day after day. Each hard news story is broadcast within a particular opportune moment, the best moment for presenting specific information to the public. Over time, newscasts contextualize one another, as each newscast presents reporters with the opportunity to update the audience with new information about previously broadcast hard news stories. For example, if a news station reported the fire at the East side building the previous week and then the following week updated viewers as to the cause of the fire by faulty electrical wiring as soon as the information came to light, the hard news event contains the necessary timely information to update the public. The hard news story also relies on its placement within the chronological sequence of stories and the order in which it occurs. Hard news content is therefore both timely and also is contextualized as having come to light since the previous broadcast which makes it even more up-to-date information than the previous broadcast. Again, the opportune moment for each hard news story depends upon its placement on a chronological line and also a declaration of the moment being the opportune moment by verbal and visual timelines cues. Together, this process outlined in newscasts broadcast over time creates a history or record of the news and events happening in local neighborhoods and events around the world.

The examples provided within this chapter, about broadcasting “live at the scene” days after an event occurred or broadcasting live and using timeliness cues when the event is no longer happening, appear antithetical to the very concept of what hard news is meant to be, which is a timely delivery of items of interest to the public at the most opportune moment. It seems highly unlikely that this sort of timely delivery of untimely events would even occur during a local news TV broadcast. Yet, this project shows that this antithetical process occurs daily as TV hard news stories are repurposed in a new medium.

Over the past 5 years, repurposing TV news video content has become one of the central means of the broadcast journalism industry’s use of online broadcast news websites. In this project I will show that through extensive repurposing of hard news video content that contain medium-specific values within a new medium built upon different values requires an explicit reference to the original television broadcast. While there are economic and managerial motivations that necessitate the repurposing of content, I argue without an explicit chronological time reference within the new medium, what I call temporal fixity, the timeliness of television hard news completely loses its value.

In order to understand how the underlying medium-specific news value of timeliness loses meaning in the new context and why temporal fixity is needed, I begin with an explanation of the changing roles of U.S. journalists that has brought about the repurposing of video content. I use this as a starting point to explore not only why content from one medium is repurposed in another but how economic motivations necessitated such repurposing.

The State of the Broadcast Journalism Industry

A news director survey described the state of the U.S. radio and broadcast industry as one that is steadily increasing its online presence (Papper, 2009).⁶ Results indicated that not only do 97.6% of local TV stations across the U.S. report having websites, but also that 91.8% of those news directors report that they publish their local TV news video on their sites. Consistently, a majority of TV stations that publish local TV news online reported that they simply repurpose their local TV news videos onto their local TV station web sites. In 2010, 96.9% of news directors reported local TV news video as a primary element of their website. News directors stated that audience demands for local online news video are high. Text and still photos were also two other primary content pieces on local TV news web sites. These “top three” elements; repurposed local news video, text, and still photos have been the primary content pieces since 2003 (Papper, 2010). Duhé, Mortimer, and Chow (2004) indicated that nine out of ten U.S. television newsrooms self-reported that they were “practicing convergence,” or using multiple delivery mediums as early as 2003. In their survey, 170 news directors were asked how they defined convergence. Results indicated that three-fourths of news directors defined convergence as repurposing their station broadcast news videos and placing the videos on their own local TV websites.

⁶ Papper surveys reach over 3,000 news directors each year who are members of the Radio Television Digital News Association and provide a yearly track of the changes in the state of the radio and broadcast industries.

To the news directors in Duhé et al.’s study, repurposing content and publishing it via a new medium, like posting a 5:00 p.m. hard news reporter package in an online video player on the TV station website, was defined as “convergence.” Other news directors however, defined convergence as newspaper staff and TV broadcast reporters working together to expand their news coverage capabilities. Some news directors believed these collaborative convergence partnerships would lead to the generation of new online content and cross-promotion of stories. Over three-fourths (n=128) of the directors surveyed considered publishing content online as convergence while 41.3% (n=69) reported that an integrated newsroom was a form of convergence. The TV news directors also reported they favored republishing their own content on another medium owned by their own organization (specifically websites) over creating partnerships with print newsrooms and sharing ideas.

Papper’s (2010) results indicated that even with an increase in publishing via multiple platforms, television stations still primarily repurposed broadcast news videos as their major form of online content. The results also indicated that within the field of broadcast journalism, there are conflicting views on what it means to practice convergence. While news directors generally stated online video was of value to their audience and believed that the audience demand was high for local online video news content, many news directors voiced concerns about devoting resources solely to online news video production.

The Value of New Media Skills

Research indicates that during the past five years (2007-2012), the Internet, and specifically local television websites have become a primary publishing medium for local TV news stations (Cremedas & Lysak, 2011; Papper, 2009; L. K. Smith et al., 2007). Yet at the

same time, in 2007, news directors across the U.S. report an average of only 1.99 full-time online staff members and 1.78 part-time online staff members devoting time and resources to creating content for the web (Papper, 2009). Three years later, the full-time staff numbers remain similar to those from 2010, when an average of 2.8 full-time persons work at maintaining and publishing content on online local news websites. Part-time staff members increased to an average of 4.5 persons per local online news website (Papper, 2010). These numbers indicate that even while 97.1% of local news stations reported having websites, only a few dedicated staff members were in charge publishing and maintaining the 24/7 website. To compensate for the difference between the high level of importance of the medium to the industry and the low-level of staffing at organizations, news directors rely on all staff to provide existing content for their news websites. In some cases, additional responsibilities are added to broadcast journalists' existing workload by asking them to create online content.

Cremedas and Lysak (2011) reported results from a survey of 201 local TV station news directors in which they explored to what degree news directors value new media online content and their journalists' new media skills.⁷ Results indicated that news directors perceived great value in the online presence of their TV stations, and preferred to hire those with new media skills,⁸ but that it was too difficult to balance production time and resources

⁷ Cremedas and Lysak had originally emailed their survey to 613 news directors.

⁸ "New media skills" included "writing text versions of video stories, taking still photographs, producing slideshows, and maintaining blogs" (Cremedas & Lysak, 2011, p. 45).

to create separate content for both on-air and online environments (p. 58). A majority of news directors surveyed by Cremadas and Lysak also reported that extra online video features, those created specifically for their local TV website, are very important but not always a practical use of staffing resources.

While websites are a priority for the broadcast industry, “many find that the television demands on their staff necessitate less lofty goals: it’s all these newsrooms can do to make sure reporter packages and text versions of those stories are put on the web each day” (p. 57). To compensate for the need to publish content on the web, 75% (n=140) of news directors reported that they “always” put reporter packages on the website. An additional 21% (n=40) replied that their stations “often” uploaded their local reporter packages to their local site.

The Difficulty of Coding Online Multimedia Materials

Papper (2010) reported that the average news station broadcasts at least 5 hours of news a day and up to 48 hours of news total per week. The high percentage of news directors who reported to Cremadas and Lysak that they “always” put up reporter packages indicates that a very large volume of videos is uploaded to the web daily by each station. Broadcast news organizations air TV newscasts morning, noon, and night. Half-hour newscasts that are broken back into reporter packages and uploaded to the online news websites each day create an ever-moving flow of online content that is massive in the sheer volume of stories on a daily, monthly, and yearly basis. Because of this, mass communication researchers who study broadcast news note that sampling and coding online multimedia is a complex and daunting process (Hester & Dougall, 2007; Riffe & Lacy, 1996; Tremayne, Weiss, & Alves,

2007). This voluminous and dynamic platform leads to the difficulty of exploring online content.

Contributions

This project addresses gaps in current journalism research related to the values and structures of repurposed content by undertaking the following tasks:

Theoretical Contribution

It puts forth a concept, temporal fixity, and builds the case for a need to temporally contextualize repurposed content with indicators that are medium-specific. As this chapter has shown, *kairos* is dependent upon *chronos*, or the specific chronological point in time to retain its value as the opportune moment of delivery that holds the most weight for viewers. Because *kairos* is indicated in broadcast news stories by verbal and visual timeliness, I argue that temporal fixity is needed to re-contextualize the medium-specific uses of *kairos* within the original *chronos*. While an explicit tie to a particular date or time reference may initially seem at odds with the broadcast journalism news value of timeliness, within the online medium I argue that specific contextualization is needed in order to retain the value of timely news cues. This multiple-media concept is not medium-specific, rather it allows news values to retain their original value as they move to different mediums. Examples of temporal fixity that build from archival research in journalism and library studies are presented in the final chapter to enable Journalism and Mass Communication scholars to further consider the implications of repurposing TV hard news videos without the use of temporal fixity.

Methodological Contribution

Because of the use of video in online multimedia players and the ability for users to interact with and share videos, I put forth a research technique that can be used with content analysis to capture and code multimedia in the online context. By building upon previous techniques and broadcast journalism research, this project contributes to journalism studies a research technique that facilitates the capture and coding of online TV news content that is in keeping with the mass communication research traditions. By analyzing the repurposed local TV new videos in the online context, this project will fill a gap in journalism literature and mass communication research about how to capture and code online multimedia content. I argue that this specific technique is needed to explore how convergence has affected the TV news video content that broadcast journalists create. This technique enables the capture of timely multimedia content within the new context and, as such, affords a way to explore the disassociation of medium-specific news values. While it is often difficult to sample online multimedia content, this research technique uses a well-established sampling frame and combines it with a particular navigation procedure. In doing so, the technique is grounded within current mass communication research practice but fills a gap in current literature by enabling the creation of a video archive of the online content. As such, the recording of the visuals, audio, and surrounding online context is captured and stored for analysis. This technique fills a current gap in the research literature by offering researchers a way to study both the form and structure of multimedia discourse in the moving, online context. This then affords researchers a way to explore medium-specific news values as the content is placed in

new mediums. For this project, the study of repurposed materials in the new context is crucial to explore what I argue are medium-specific news values in different contexts.

Practical Contribution

This project offers practical suggestions for how to implement the theoretical concept of temporal fixity and thus contextualize repurposed content in a variety of ways. It offers several practical applications of temporal fixity at the local news station level and at the level of the content management system provider. By building upon current content management system practices, this project suggests practical additions to the existing infrastructure that could then be made available to all news stations that use the same content management systems. Offering solutions at the system level in addition to the individual station level creates an efficient implementation of increased contextualization of timely content for news organizations. These suggestions in turn are available through existing standard content dissemination practices already in place. I assert that the practical contributions offered in this project enable the repurposed content to retain its value as hard news and thus ties the appropriate response to the recurring exigence of the public's desire to know the most timely news in the original historical and situational context in which it was created.

This dissertation contributes to multiple discussions taking place within Journalism Studies, Journalism and Mass Communication, and Electronic News studies. First, it offers a rhetorical discussion of the ambiguous epistemological values (Montgomery, 2007, p. 10) that are used in broadcast journalism and then outlines how and why timeliness functions as a news value for broadcast journalism hard news stories. Next, it examines the current literature on convergence and the effects of convergence behaviors taking place in

newsrooms across the United States to examine the structural, organization, and personnel adjustments made in response to the need for online news publishing. I then outline the current research techniques used to study online content and address the gaps in the current techniques. Then, I put forth a new research technique which is used in conjunction with content analysis to provide and in-depth look at medium-specific news values and how they function in new mediums that function upon different value sets. Finally, I outline the concept of temporal fixity to anchor the situational context between the news and its original timely television broadcast. Together, all of these contributions in one project afford future researchers the opportunity to examine how to approach the study of multi-media news content and offers future research suggestions to extend the concept put forth in this dissertation.

Overarching Questions

To make these contributions, this project has a series of overarching questions that begin from a broad perspective on changes in the broadcast industry related to convergence and then explores specific news values from television news and how they change when repurposed online. The questions are:

- *How has convergence altered broadcast journalism content?*
- *What research techniques can be used to capture and study the placement and contextualization of online videos within the context of a broadcast television website?*
- *How is the broadcast journalism news value of timeliness represented within an online environment shaped by immediacy?*

And finally, because the convergent journalist must keep in mind the strengths and weaknesses of a medium as they publish via multiple platforms,

- *What happens to the repurposed online news videos when they are shared via content interactivity tools?*

Chapter Summaries

To address the overarching questions, this dissertation is organized as follows:

Chapter 2: Four Forms of Convergence in the Newsroom: A Literature Review

The first overarching question is addressed within Chapter 2 through a literature review that outlines how convergence is described through four dimensions: Cross-ownership, cooperation, structural, and the convergent journalist. This chapter outlines how the first three dimensions, which are industry-level practices, inform the fourth dimension; the level of the personnel and workflow practices. In order to explore how convergence has altered broadcast content, Chapter 2 highlights the large shifts within the broadcast industry that have occurred because of the addition of the Internet as another publication platform.

Broadcast news stations need to provide content via two platforms and as such, have developed numerous ways to address the need for a greater volume of news. Yet this chapter shows that while there are several dimensions of convergence that are used to address this need, the primary response at this point in time is the repurposing of existing TV news video content. This background on how convergence has shaped the industry provides the foundation through which I address the second question through an further exploration of the specific news values related to television news: timeliness, and online news content:

immediacy and content interactivity. In this chapter I then propose a new concept for broadcast journalism literature, temporal fixity.

Chapter 3: Capturing Online Video in Context: A Screencapture Research Technique

To address the second overarching question, Chapter 3 highlights key texts and existing research techniques that define the challenges of sampling and capturing online. I then use these established techniques to propose a new research technique, screencapture, that facilitates the capture and coding of multimedia materials in online contexts. Studies that report how convergence takes place in newsrooms across the U.S. use data gathered primarily via emailed surveys and ethnographic interviews and are based upon the perceptions of news directors and reporters. While these data provide insight into what journalists and news directors say they are doing, it does not provide an understanding of the news values in the repurposed content within the new context. While publishing online provides a sense of immediacy, a similar timely concept as will be outlined in Chapter 2, I argue these concepts are medium-specific in their function. What is needed is a way to research these similar concepts in context, yet it is often difficult to sample online data, as a web page or story may exist one moment and then move or disappear in the next moment. Chapter 3 outlines how existing online research of broadcast branding activities and sampling of online content through Designated Market Areas (DMAs) contribute to a strong sampling design and highlights the exploratory research technique in which I utilize a specific screencapture software in order to capture online video on the local news websites. This provides the foundation for Chapter 4 in which a content analysis of local broadcast news web sites is conducted to examine how repurposed content functions online and what

happens to that content when it is shared via content interactivity email sharing tools found on the broadcast stations' websites.

Chapter 4: A Content Analysis of Timeliness, Immediacy, and Content Interactivity

The screencapture research technique described in Chapter 3 is used to address the third and fourth overarching questions through a content analysis of local broadcast hard news videos that are repurposed on local TV stations' corresponding websites. The population, sample and variable concepts are outlined in depth. These variable concepts include timeliness and immediacy, which are each operationalized according to their medium-specific function. Timeliness, the defining news value of TV hard news, is operationalized through timely cues and visual indicators within the hard news video. Immediacy, a main news value of online news publishing, is indicated by date and time stamps that indicate when an online page was first created, published, and updated on the website. While each of these concepts refer to time, they are defined in medium-specific ways and thus function differently in how they are used to present knowledge to the public.

Chapter 5: Results

Chapter 5 presents the results of the study in Chapter 4 and then further summarizes the findings related to the concepts of timeliness, immediacy, and content interactivity. The results of this chapter indicate that while timeliness is present online in the majority of videos, there is a general lack of immediacy indicators on video player pages. Additionally, the concept of temporal fixity as outlined in this project is currently not found online. This means that there is no specific, historical contextualization of timely repurposed hard news

videos. This is used to address the final overarching questions of the project and leads to a larger discussion of the concept of temporal fixity.

Chapter 6: Discussion, Temporal Fixity, and Future Research

Chapter 6 discusses the results of Chapter 5 and provides examples of practical applications of temporal fixity that can be included as journalism best practices. This chapter also reiterates the contributions of the dissertation and raises additional questions that can be approached in future research studies. It ends the project with a comprehensive overview of how convergence has reshaped what was once a story broadcast one time on television to an environment in which the news video is always available and at the same time gone at any moment.

This project provides a critical look at the inadvertent temporal shifts within the products produced that hinge upon particular news values for a specific medium. When those news values are repurposed in a new environment, this project demonstrates that further contextualization of the repurposed materials is needed for those news stories to continue to provide the same knowledge as the stories did within the first medium. As such, this dissertation outlines a screencapture technique which preserves a record of the current state of local broadcast news websites that can be used in the future as a marker of the state of the industry during a time of growth and change. Furthermore, by recommending changes in practice for the journalism industry, through the use of temporal fixity, the importance of the contextualization of the very nature of broadcast news stories is brought to the attention of practitioners and industry observers. As a result, this project puts forth a call for journalists and researchers to pay attention to how news values and information travel from

one medium to another rather than relying on reporting news in the same manner in which it has always been performed, as a one-time use product that disappears from view after it has been reported. As this project demonstrates, previously one-time products linger online and lack contextualization that prevents online knowledge from simply becoming online information. Without such contextualization, I assert that the very value of hard news videos repurposed online is compromised.

CHAPTER 2

FOUR FORMS OF CONVERGENCE IN THE NEWSROOM: A LITERATURE REVIEW

Convergence is reshaping broadcast newsrooms across the United States. Online news sites and new media production have become an integral component of broadcast journalism newsrooms (Deuze, 2011; Duhé et al., 2004; Papper, 2010; L. K. Smith et al., 2007). Because of the varying definitions and conflicting views (Deuze, 2011; Quinn, 2005) of what it means to “practice convergence” in the field of journalism, this chapter outlines four dimensions of convergence that are prevalent within the journalism literature: cross-ownership, cooperation, structural convergence, and the convergent journalist (Lawson-Borders, 2003; Quinn, 2005; Wilkinson et al., 2009). These differing dimensions are utilized by researchers and broadcast professionals to explore and describe the state of the field from multiple angles and lead to a comprehensive view of the overall changing field of journalism. The first three dimensions are used to describe organizational and economic shifts happening within broadcast newsrooms. These dimensions directly affect how the fourth dimension of convergence, the convergent journalist, performs in response to the economic realities that motivate convergence at the local level. This chapter outlines how cross-ownership, cooperation, and structural convergences have directly impacted the day-to-day tasks of broadcast convergent journalists and subsequently the content they create. By tracing these four dimensions, this literature review demonstrates how the term convergence broadly conveys a sense of the merging together of old and new media practices in order to maximize publishing content via multiple media.

Cross-Ownership

Cross-ownership is defined as a larger company that owns multiple distribution outlets including television stations, newspapers, and other media properties within the same market. While in previous years the FCC required media corporations that were regulated to maintain separate and distinct owners for individual media within the same market (Einstein, 2004, pp. 20-21) in 2003 the Federal Communications Commission (FCC) altered the regulations, allowing for companies to own multiple television stations and other distribution channels within the same market (Dwyer, 2010, p. 107). For example, the Tribune Company currently owns both television stations and newspapers in Los Angeles, New York, and Chicago. This means that one corporation owns at least two sources of news and information for the general population of viewers and readers within the same market and audience viewing area. Previously the FCC did not allow this type of cross-ownership, as they believed it had the potential to create media monopolies (Goldfarb, 2007). Additionally, the FCC had long-standing regulations against cross-ownership because of concerns over the lack of diversity of news outlet sources to maintain balanced and accurate reporting within the public sphere (Dwyer 2010, p. 70-77)⁹.

Assumed benefits of cross-ownership include cross promotion of content and content sharing between companies that are owned by the same organization. Additional assumed

⁹ Similar changes to cross-ownership rules took place around the world throughout 2003-2007. Cross-ownership rules were also modified in Australia, Canada, and the United Kingdom to relax regulations.

benefits include streamlining workflow practices in order to leverage the maximum amount of content possible from one story and to tell the story effectively while utilizing the best skills of TV reporters and newspaper journalists. For some companies, cross-ownership can lead to cooperation between TV and newspapers to produce entirely new online content that benefits both print and broadcast journalists (Dailey, Demo, & Spillman, 2005; Wilkinson et al., 2009).

Cooperation

Cooperation, also referred to as cross-platform convergence (Thornton & Keith, 2009), generally consists of partnerships between independently owned television stations and newspaper companies within the same market and often leads to sharing and exchanging content including news stories and promotional materials. This dimension of convergence happens between newspapers and television stations owned by the same corporation and also between those that are *not* owned by the same parent company. Dailey et al. (2005) created “the convergence continuum”, a dynamic model that illustrates low-to-high level cooperative activities that occur between print and TV staffs. Low-level cooperative convergence include the cross-promotion of news, TV stations writing copy for newspapers, print and broadcast reporters sharing sources, and newspaper staff providing on-air content (Dailey et al., 2005). Higher levels of cooperative convergence include the joint development of special projects, shared assignment desks and/or offices, and publishing an unedited version of the other companies’ story. For example, publishing a news article on a broadcast website with the permission of the broadcast company is an example of high-level cooperative convergence. Because cooperation can occur between a TV station and newspaper that are

not owned by the same parent company, it is assumed that there is a benefit to the general public because of the overall increase in coverage of reporting and that the stations maintain their individual viewpoints as well (Dwyer, 2010; Kraeplin & Criado, 2006).

Local media outlets that are not owned by the same parent company form cooperative partnerships for a number of reasons. As audiences for both newspapers and local TV news have steadily declined from 2003 to the present, newspaper editors and news directors are looking for ways to expand their potential audience reach to new platforms (Chyi & Mengchieh Jacie, 2009; Greer & Ferguson, 2011). Media also seek to add new and original joint content as a means to maintain and increase viewership (Lowrey, 2005) and as a way to create and promote local news via multiple platforms (White, 2006).

For example, although different companies own *The Virginian-Pilot* newspaper and WVEC, Channel 13 TV news in Norfolk, Virginia, they regularly cross-promote content and also create content together. They collaborate on a weekly online segment entitled “In the Driver’s Seat” in which a newspaper reporter and a broadcast reporter co-host an online video that showcases trends in the automobile marketplace. This video is shared content that is videotaped and edited by WVEC, displayed on *The Virginian-Pilot*’s website in their Drive section, and broadcast on air by WVEC (but not featured on their website). Within each weekly video, both reporters identify their respective affiliation, and both the TV station and newspaper logos are shown on screen. Additionally, WVEC uses an onscreen ticker during the newscasts to promote stories that are within *The Virginian-Pilot* newspaper and found on *The Virginian-Pilot*’s website, pilotonline.com. WVEC also displays the newspaper’s logo on the ticker in order to provide further cross promotion of the news partnership that exists

between the two news outlets. *The Virginian-Pilot* runs ads within the newspaper that promote the weekly segment and include WVEC's station logo. This cooperative convergence provides multiple benefits for both the television station and the newspaper:

- Jointly created original content is distributed via multiple mediums (TV, print, and online)
- Online ad revenue is collected by the newspaper when an online user clicks on the page to view the content and multiple ads load on the page
- Online ad revenue is generated when a 15-second or 30-second video advertisement plays before the online video within the video streaming window¹⁰
- The newspaper reporter receives online and television exposure increasing his audience reach to a broadcast platform
- The TV reporter receives online exposure on the newspaper's website increasing her audience reach to an online newspaper platform
- The online users are able to access the video content at their leisure and rewatch it at any time

In 2002, cooperative convergence was common as a majority of newspapers and TV stations had formed partnerships with other media platforms in order to expand their platform

¹⁰ From 2005-2008 *The Virginian-Pilot* hosted its own online videos and scheduled commercials to run before every other video that a unique visitor clicked. From 2009-present *The Virginian-Pilot* hosts their videos via Youtube and does not currently generate ad revenue in this manner.

reach and explore online publishing (Kraeplin & Criado, 2006). At that time, broadcasters reported the benefits of such a partnership with a newspaper to be the level of in-depth reporting that the newspaper journalists provided, while newspaper reporters benefitted from on-air exposure and the sense of timeliness that a live TV broadcast provides (p. 53-55). Timeliness, a broadcast journalism news value that will be outlined in greater detail later in this chapter, means something that has happened recently or is happening at the same time it is reported (Bell, 1991; Berkowitz, 1990). News directors also report direct benefits from original content created in the example above in that they were creating entirely new content for a different platform. The new content, while desired by news directors who want to provide a variety of supplemental online materials for their users, was perceived by news directors as valuable yet inefficient resource management (Cremedas & Lysak, 2011).

For example, in 2002 in a low-level cooperative convergence partnership a broadcast reporter, a photojournalist, and a print reporter would need to be physically present in the same location in order to videotape a TV news story for the 5:00 p.m. news and write a newspaper column for the next edition. In addition, both reporters would need to be present to videotape the online segment together (for example, the “In the Driver’s Seat” segment). A video editor from the news station would edit the 5:00 p.m. news story first, and then work on editing the online video version for the newspaper. The newspaper’s video version might be the same as that which airs on television or may consist of an extended version or one with a different ending. At the same time, the newspaper reporter might write some promotional copy for the TV station’s website and write copy for the newspaper website which would then be used to promote the online video piece. The video editor from the TV

station would then send a copy of the finished video to the newspaper reporter. The newspaper reporter would provide the video and any text copy to an online editor who would upload the file to the newspaper website. While broadcast-print partnerships like the ones described above were once seen as an inevitable road to multi-platform publishing, today some stations look back and question the value of such cooperation due to the amount of time and resources that it takes to create additional online content (Thornton and Keith, 2009, p. 257-259).

In 2009, Thornton and Keith conducted a survey of news directors in the top 100 U.S. markets and editors at U.S. newspapers with a circulation greater than 25,000 to examine the prevalence and depth of cooperative convergence partnerships. Their findings indicated a general nationwide decline in cooperative convergence. Thornton and Keith's results described not only decline in the prevalence of television and print partnerships but also a decline in the depth of the remaining relationships as well. Survey responses from Thornton and Keith's (2009) research indicated a general decline in cooperation between newspaper and television stations and an increase in TV stations and newspapers self-publishing and cross publishing a majority of their own content for their own online websites. Kraeplin and Criado's (2006) survey of local TV stations indicated that approximately 70% of news directors reported low levels of cooperative convergence in the same markets. Yet in 2008, only 50% of news directors reported utilizing low levels of cooperative convergence in the very same markets (Thornton & Keith, 2009, p. 262). This indicated that, while generally low-level convergence behaviors like sharing news information with print journalists was the most prevalent forms of convergence taking place in TV newsrooms, stations were moving

away from sharing content to repurposing their own existing content. A sharp decline was also noted in 2008 with only 9% of stations reporting that newspaper staff provided on-air content as compared to 46% of the same market stations reported regularly practicing cooperative convergence in 2003. These numbers are significant because stations need a steady influx of new online content to keep the station website fresh and full of new information. If TV stations are no longer working with other stations or newspapers to cross-promote or create new content, this indicates that they are shifting the workload and responsibilities to their own staff members. At the same time, Thornton and Keith also note a tremendous increase in broadcasters' perceptions of television station websites. Eighty-nine percent of broadcast respondents considered their station's website "very important" in 2008 while only 9% of the same respondents recalling station websites as "very important" in 2003 (p. 265). This indicates that television news stations perceive publishing news via the web as an important and essential part of the day-to-day station operations.

During this time, newspaper photographers experimented with creating online photo slideshows. For example while a news photographer provided one final image to print in the newspaper edition of a story, the online version contained a photo-slideshow with ten to twenty photos and captions. The single news photographer may have visited a crime scene for an hour or two but returned with content ready for publication in multiple platforms. This provided additional online exposure for the photographer and also enhanced the newspaper's online presence. Similarly, broadcast reporters wrote additional versions of their video transcripts as articles for the web (Thornton & Keith, 2009, p. 262). While shooting stand-ups for a 6:00 p.m. reporter package, the reporter might also write an online text version of

the story that includes a still photo or the embedded 6:00 p.m. video package. This helps expand the types of content that are created from the same original source material. An online text version also enables reporters to add additional pieces of information that they may not have had time to cover in the 1 minute 30 second TV broadcast reporter package.

As news directors increased individual staff publishing requirements and daily duties, stations relied more on publishing and extending their own content to their own websites rather than taking time to seek out cooperative convergence opportunities. These examples demonstrate a few of the reasons for a decline in broadcast-print cooperative convergence. However, Thornton and Keith's (2009) respondents' open-ended responses suggest additional reasons for the decline in low-level convergence behaviors. Both news directors and newspaper editors noted ideological differences as one of the primary reasons for the dissolution of a partnership (p. 264).

The Print-Broadcast Divide

Traditionally, the “print-broadcast” divide refers to how newspaper reporters and broadcast journalists approach and create stories. Each type of journalism has its own overarching news framework and values that guide how reporters structure and approach story creation. Newspaper reporters write according to the inverted pyramid model in which the five W’s (who, what, when, where, and why) are located at the top of the story. Crucial information is placed high up within the story so that if an editor needs to trim it to fit a column length s/he can cut from the end without drastically changing the story. Broadcast journalists use a linear narrative style, weave the 5W’s throughout the story and often narrate a story chronologically. As stated in Chapter 1, broadcast journalists generally deliver the

timeliest information gathered that day and present it in the form of a hard news story. Because the broadcast stories are typically created to run the same day, and the reporter may be reporting live at a location, reporters emphasize the timeliness of the story with verbal cues such as “live at the scene,” or “earlier today”. I argue that this particular style and story structure locates the value of the story within the *kairotic* moment of broadcast and thus to the *chronos*, or date and time of the TV broadcast as well. Newspaper reporters, by contrast, write their stories to be printed in the evening and read the following morning and use past tense within their written content (Wilkinson et al., 2009, p. 13). As such, newspaper stories, while they are also built upon timeliness, do not foreground the importance of the story with the same verbal and visual cues as broadcast journalists. The print journalism style of reporting news in the past tense, as timely events that did happen recently but are not happening at this moment, does not hinge upon *kairos* or the opportune moment of delivery. Again, each journalism industry developed particular values for the most appropriate response within their particular medium, TV or print. Because of the differences in story structure and the importance placed upon particular news values within each industry, print and broadcast journalists generally have conflicting ideological views on the best way to report news.

Some newspaper managing editors (directors) also indicated the inexpensive cost of new media equipment like video cameras and consumer-priced editing software as a way to utilize their own staff and resources more efficiently than a partnership with a television station provided (Thornton & Keith, 2009, p. 264). As TV stations continue to operate in their “native medium” and also universally recognize the web as an integral news-publishing

platform, some have created new full-time and part-time positions to help with the increasing workload. A majority of stations, however, ask current staff to publish their existing content to the web and/or provide the content to a producer who uploads it to the local website. This approach increases the daily workload of almost all staff members and will be explored more in the next section.

Structural Convergence

The increase in dissemination of online content created a need for new positions and increased the daily responsibilities of journalists and media managers (Quinn, 2005; Wilkinson et al., 2009). Structural convergence focused on the managerial aspects that changed as a result of cooperative partnerships and online publishing including the physical layout and workspace organization, new challenges in managing the workflow of journalists who publish in multiple forms, and the introduction of new positions within newsrooms (Robinson, 2011). As digital tools were introduced into newsrooms and incorporated as part of the daily news gathering routines, challenges existed for producers in how they managed and assigned TV and online coverage of a story (Cremedas & Lysak, 2011; Papper, 2009).

Some newsrooms were physically redesigned to accommodate computer workstations for editing and uploading video (Duhé et al., 2004; Huang, Rademakers, Fayemiwo, & Dunlap, 2004). For example, in 2000 Media General built a \$40 million dollar facility to house the *Tampa Tribune*, WFLA TV, and Tampa Bay Online (tbo.com). The facility consists of television studio space on the first floor, both TV and online newsrooms on the second, a newspaper room on the third, and management and sales staff on the fourth. The journalists for each separate medium not only work in the same building but also collaborate

on projects together. Acting publisher Gil Thelen said the move benefitted the organization as a whole. “[Convergence] translated into a more enterprising, more interesting, better organized and better marketed newspaper. Those qualities are essential to grow readership” (General, 2003). Even in an environment where newspapers and TV stations that are owned by the same news organization are located within the same building, the news outlets still reportedly share information with one another but no longer share in the content creation (Papper, 2010).

Other newsrooms around the U.S. took smaller structural convergence approaches. Some altered the individual desk spaces in their current buildings and created new media workstations to accommodate power cords for charging cameras, audio recorders, laptops and place new media editing stations within existing newsrooms. Still other journalists recreated their in-office desk space when they gathered news in the field. Focused on mobile workspaces and practices, journalists in the field who published online brought cameras and laptops with editing software and wi-fi capabilities. While in the field today, a journalist can shoot, write, and upload from their vehicle and recreate their workspace on the road. This affords broadcast journalists the opportunity to upload content to their local TV website from anywhere.

Each of the dimensions of convergence outlined above has contributed to the concept of convergent journalism. Changes in media ownership, cooperative efforts between print and broadcast corporations, redesigned workspaces, and online publishing led to the emergence of the need for high-performing journalists who are capable of recognizing the strengths and weaknesses of publishing in print, on TV, and online, and utilizing each

medium in the most effective way possible. Yet the shaping of the industry from 2007-2012 for broadcast journalists within the United States still indicates that the most prevalent convergence activities for local TV news stations include delivering repurposed local TV news video content on local TV news websites.

Convergent Journalism

Convergent journalism, also referred to as multimedia reporting and multi-platform publishing (Quinn, 2005), generally involves journalists using new media tools to create news stories. New media tools can include photo and audio slideshows (Papper, 2005), online video publishing to sites like YouTube (Peer & Ksiazek, 2011), embedding video on the station's website, and promoting the top stories of the news hour via Twitter (Greer & Ferguson, 2011).

In his book *Convergent Journalism*, Quinn (2005) outlined one key aspect of convergence as the ability for journalists to work within a “multi-media mindset” (p. 86). Journalists must perform their daily duties with an awareness of how their media will be conceived, created, and published via multiple platforms and recognize the strengths and weaknesses of each publishing platform so as to understand how the medium can be used to represent information in different ways. The Internet as a distribution channel for multiple media forms is the driving thrust behind the idea of convergent journalism. Those who operate with the multi-media mindset are “better equipped for dealing with a complicated, information-soaked world” (p. 87). Wilkinson et al. (2009) described the convergent journalist as one who focused on conveying the most appropriate aspects of a story; the ones

that specifically are most appropriate “*at the time the audience members get the story from a particular medium*” (p. 6 emphasis in original).

Wilkinson et al. (2009) outlined the Internet and online publishing as the driving force behind the changes in journalism practices. They argued that the addition of the Internet as a publication platform, one that allows for publishing via text, audio, or video, provided journalists with new opportunities to tailor their pieces and *choose* which platform to publish via the media that works best for the story. “Convergent journalism is thus focused on the story, giving the reporters and photographers the capability of communicating the news in the manner that best fits the story” (p. 3). While this may be the ideal scenario for convergence journalism, the studies outlined in this literature review reported use of the Internet as a repurposing platform of existing content. In many cases, broadcast journalists’ primary responsibility is to remain focused on creating stories for broadcast TV news. Rather than *choosing* how and what to publish online, as described by Wilkinson et al. (2009), TV news stories are simply reused online. Duhé et al. (2004) described the growing need to push content online and the increased need for ‘the ideal convergent journalist’; someone who can shoot and edit a story for the 6:00 p.m. news, post pictures online, and write a text version for the TV station website. Yet because of the sheer volume of work involved to create each separate news piece, news directors caution that the overall quality of all of the news produced by that journalist will suffer.

Daily Work Routines

L. K. Smith et al. (2007) explored daily work tasks from the perspective of the news worker in small-to-medium-sized television markets to determine if news workers and news

managers perceived their work differently. In their article, “Convergence concerns in local television: conflicting views from the newsroom,” Smith, Tanner, and Duhé conducted a nationwide survey of 302 local television reporters and producers to learn how convergence affects daily routines. In addition to their TV duties, 61% (n=184) of respondents reported that they produced content for the online website in the form of text updates, photo slideshows, or publishing existing hard news videos to the site. The findings highlight how news workers perceived that creating new pieces or modifying stories for publication in multiple mediums is a distraction from the primary focus of their work. Television journalists who spent more than a half an hour of an 8-to-10 hour workday producing material for the web generally believed their primary broadcast work suffered from the splitting of attention. Those who spent less than a half an hour working on multi-platform pieces perceived the work was beneficial (p. 567-568). Journalists working in medium-sized markets (51-100) reported the highest negative attitudes towards convergence. L. K. Smith et al. (2007) conjectured that the high level of negativity was due to the “lack of additional resources and increased pressure to produce *more* news in markets known to be more competitive” (p. 568). Journalists reported the desire for additional manpower and equipment in order to cope with the additional workload but recognized that hiring new employees is not always economically feasible for all stations.

One strategy news directors use to cope with the need to publish online and the workers’ negative perceptions of online publishing is to repurpose their existing content part and parcel in other platforms. Local television hard news videos broadcast from the day are re-published online as individual segments. Instead of uploading the entire half-hour

newscast, which is regarded as a “waste of bandwidth” (Cremedas & Lysak, 2011), video segments consisting of reporter and anchor packages from the nightly newscasts are uploaded to the local news website as separate videos. For broadcast journalists, repurposed content has many benefits:

- Online users can pick and choose to view individual stories rather than watch a whole broadcast (content interactivity)
- Online users can share a video with friends using interactive sharing tools
- TV viewers can re-watch a story they viewed on the television the night before
- Broadcast journalists are able to devote the time to their “primary” medium
- The Internet is perceived as a medium that, like television news, also contains high levels of timeliness

The Increase in Repurposed Content

As of 2007, 91.8% of news directors reported posting their local news videos online which indicates the majority of news stations repurpose existing content by uploading it online (Papper, 2009). The most notable increase was within markets 51-150 with an average increase in online news video postings by 21.45%. In 2005, stations were asked to report on the total percentage of online video postings of all kinds that averaged around 38.6% of stations reporting that they posted online video. In later years online video was split into more distinct categories including news video, live (full) newscasts, and recorded (full) newscasts. Because of this increase in the posting of online content, and specifically local online news from a period from 2005-2008 and a close to 100% saturation of television stations reporting maintaining an online presence, these data lead to the conclusion that

online TV news content and specifically the importance of online TV news video has increased over time.

Papper (2010) reported that publishing online is not only centrally important to TV stations but that for seven concurrent years, television local news content and local weather coverage were the top choices of online users who visited local television news websites. This means that viewers who visit a local television news website were specifically looking to play the local news videos that stations host on their websites. Some television news directors track analytic data regarding unique visitors and page views to determine user interactivity and online profitability. Stations in a medium-sized market area (51-100) reported an average of 250,000 unique visitors in a 30-day period with approximately 2.25 million total page views. Papper reported these numbers as representative of a 54.4% jump in page views and a 76% increase in unique visitors from the previous year (Papper, 2010). The findings indicated that over time both the local TV news online video presence had increased while at the same time more and more audience members were visiting local TV news websites to watch the repurposed local TV videos.

This chapter provided the background for understanding how the organizational shifts in media workflow and configuration of staffing necessitate the repurposing of news content through the online platform. Understanding these changes brings to the forefront the need for the study of news values, specifically the timeliness of repurposed TV hard news video content and how timeliness is contextualized on local TV news websites. While the majority of TV stations have access to a number of technological affordances to create content for multiple platforms I assert that without scrutiny of the repurposed content in a new, online

context, the larger complications of repurposing content remain hidden. By understanding the structure of TV hard news as containing ties to the *kairos* of the moment in which it is broadcast and exploring the economic and organizational changes that have happened because of convergence which creates the need to repurpose existing content, I assert that the news values of the original medium must be explored within the new medium. The remaining discussion within this chapter further outlines the news values in broadcast news and concepts from online publishing that are used as part of the content analysis of this project.

Offline News Values and Online Concepts

News values play a role in how broadcast journalists determine what stories to report throughout the day (Boyd, 1994). Relying on news values (Bell, 1991) and issues of multi-modal platforms of delivery (Deuze, 2003, 2011; Paterson & Domingo, 2008), the results of the content analysis in this dissertation, which will be discussed at length in Chapters 4, 5, and 6, draw attention to how the online video content is temporally disassociated from its original TV broadcast date and time. I argue that verbal cues such as “happening right now” and “live” become temporally disconnected in online archives alongside other news videos with the same timely cues and little to no distinction as to when “right now” actually occurred. Similarly, “live” graphics on the video screen indicate the video was broadcast live during a specific time, but features of the online environment may not explicitly tie the temporal “live” to a specific date or time.

While generally the concept of what makes a story newsworthy has not changed dramatically, the forms through which that material is re-presented online have changed

considerably. The content is shifted from a one-time TV broadcast that is controlled by the content provider and broadcast at a specific moment to an interactive online environment in which content can be shared and saved to play at a later time. This online environment also affords journalists the ability to upload and change information throughout the day or even days/weeks later, bringing a sense of immediacy to the online content. This brings to the fore issues related to the timeliness of repurposed broadcast news videos situated within an online environment that centers upon immediacy and content interactivity.

Timeliness in Broadcast News

While the underlying rhetorical value of timeliness as indicating *kairos* has been outlined in Chapter 1, here I further discuss how timeliness is specifically expressed in broadcast news in order to provide the foundation through which the news value is operationalized in the content analysis in Chapter 4. Bell (1991) indicated that timeliness plays a large role in which specific news stories are regarded by broadcast journalists and the audience as “the best news” (p. 156). Scholars have maintained that the urgency of a story’s timeliness creates a “hard news” story, something that must be communicated to the public in a timely manner (Jamieson, 1988; Scott & Gobetz, 1992; F. L. Smith, 1979; Wilkinson et al., 2009). Hard news stories are defined as stories that are dependent upon timely delivery to the public. The value of hard news is the up-to-date information it provides to the public regarding issues that are currently happening. For example, stories about fires, robberies, senate votes on current issues, and political race results are all types of hard news stories that rely upon timelines for their value. If a live alert about a bank robbery in a nearby

neighborhood was broadcast two weeks after the actual robbery occurred, the content would seem out of place as it would be considered old news and no longer timely.

Timeliness is the key broadcast news value that structures how and why hard news stories are chosen as newsworthy and presented on TV news. Timeliness, a cue that the news event happened recently, is indicated within a TV newscast by verbal phrases like “live at the scene,” “this just in,” “happening right now,” “earlier today,” “at this very moment,” etc. These markers of timeliness signal that the stories value can be partially located within its temporally recent and timely dimensions (Bell, 1991; Hughes, 1968) and ties the hard news story to the most opportune moment of delivery. Television anchors and reporters regularly say these phrases during TV newscasts to convey that the timely story is happening within or around the moment that the content is broadcast over the air. Thus, when aired on television the implied “now” of the moment does not need to be explicitly tied to the specific date of the news story during the broadcast because the TV broadcast moment and the referenced timely cues are in sync with one another.

Because of their fixed daily TV broadcast schedules¹¹, broadcast journalists focus on delivering stories that are relevant to the public and stories that are also considered timely events. However, with the increase in repurposed TV news videos published online, what was once timely and “happening right now” or “earlier today” is theoretically accessible as online video content that can be viewed days, weeks, or months after the original TV air date

¹¹ The majority of U.S. based network TV news stations broadcast nightly news each day at 5:00pm, 6:00pm, 10:00pm and/or 11:00pm. Some stations also broadcast at 9:00pm.

and the date the video was uploaded to the news website. While timeliness is a crucial and important part of the “newsworthiness” of hard news (Bell, 1991; Boyd, 1994), the timeliness of the broadcast hard news video content in an online platform poses new contextual challenges for the online display of previously offline and timely materials.

Online Immediacy

Immediacy and content interactivity characterize two of the largest benefits of online news sites (Deuze, 2003; Karlsson & Stromback, 2010). While there are numerous definitions and uses of the concept immediacy as it relates to online publishing, Karlsson and Stromback (2010) outlined immediacy as a benefit of the online publishing platform that enabled online news media “to continuously change, tweak, or erase any published content” (p. 4). For broadcast journalists, immediacy provided by online publishing means that news story information can be published to the web at any point during the news gathering process. Theoretically, this provides online users with access to the moment of invention of a story or a first draft of the up to date information in the process of being produced into a knowledgeable story with complete facts and information. It must be noted that the moment of invention of a story is not the same as the *kairos* or most opportune moment of delivery of the story. Unlike broadcast news stories, part of the value of online news stories is located within immediacy, the moment of discovery of a story which prompts updates or revisions to the information as the story unfolds throughout the day. Karlsson and Stromback (2010) described this as a shortened news cycle in which drafts of news stories or pieces of news stories are published to the web and then, as more details are known, journalists then update or revise the published information (p. 4). According to Bucy (2004) immediacy is indicated

on a web page through date or timestamps on the published page that shows when the page was created for the web and when content on the same page has been updated. Thus, immediacy in online publishing enables journalists to publically share the process of creating a story and when the content was first created for the web. Additionally, when date stamps indicate content on the web page has changed, in theory this shows that the story contains more up-to-date information than when it was first published to the Internet. While immediacy is a concept used to publish incomplete stories and allow access to the process of knowledge creation of how the story came to be, I assert that this concept as outlined for online publishing is not a news value. Immediacy, which it is a framework that guides online publication, is a concept used to display the knowledge creation process to the public; it is not a news value that structures how the story is created but rather provides the public with access to the *moments of creation*. This is most similar to the broadcast journalism concept of “breaking news,” where an event of great importance happens during a newscast and information known at that moment is broadcast to the viewing audience. Then, later in the broadcast, updated information (if available) is provided that gives more details about the event. Thus, while immediacy is beneficial in that it provides the public with access to knowledge creation and is grounded by date and timestamps that indicate when the story was first published to the web and subsequently updated, the concept as it is used in online publishing does not function in the same way as the news value timeliness.

Bucy (2004) outlined the evolution of online news from a passive, non-interactive model of information delivery to an interactive, user controlled, environment with increased immediacy. Bucy conducted a content analysis of the front page of news websites in the top

40 U.S. markets to explore how news sites used immediacy and content interactivity to make information available via multiple means. Bucy coded immediacy as “date or time stamped news stories; news ticker with current headlines; indication of new content; date or time of last update” (p. 106). For online news sites, immediacy can be built into the delivery platform¹² so that when a journalist creates a new page to hold content, a “created on” date is set by the system. It’s important to note that this “created on” date indicates when the page was created to display on the website but does not indicate when the specific news story occurred. Similarly, immediacy is also demonstrated through the use of an “updated on” date so that when a journalist returns to the previously created page and updates (adds/edits/deletes) content on the page, an updated on date displays to indicate that information on the page has been changed since the initial created on date (Bucy, 2004, p.102). In this way, immediacy provides a temporal framework that structures interactive online environments so that, as content is shared or saved, dates are present to indicate when the web page containing the newsworthy content was first created and, in some cases, how often the story is updated. While Bucy reported finding the low levels of immediacy within his study, he did not explore how the lack of immediacy increased the temporal disassociation of the content. Additionally, because the immediacy date merely indicates the day a web page was created to hold the content, theoretically the news story could be weeks

¹² The content management systems used by TV news stations can be configured in a variety of ways, one of which includes the immediacy dates. The content analysis in Chapter 4 explored how often this feature is utilized.

old, but have been uploaded to the web site as an archival document at a later time. I use Bucy's (2004) research as a guideline to explore the larger issue of the intersections between timeliness, immediacy, and content interactivity.

Content Interactivity

While there are many definitions of content interactivity,¹³ Bucy (2004) outlined sharing activities as a form of content interactivity; the ability to click on links to video and audio content and the presence of email sharing features that enabled users to save or forward content to others. Bucy's (2004) findings indicated that while TV news sites in the top 40 U.S. markets offered increased content interactivity and information accessibility through searchable archives of stories, the stories were contextualized with relatively low levels of immediacy. This research indicates that while content can be clicked, played, shared and saved, that the information was not sufficiently contextualized with the features of immediacy that indicated the date or time the story was published to the website.

It is important to point out that, while this chapter refers to two strategies that indicate time in one sense or another, how timeliness and immediacy are used to indicate a news stories' importance is relative to the particular medium in which the terms were used to create content. For repurposed TV news videos, timeliness, a broadcast TV news value is primarily indicated verbally during the television news reports that are broadcast live on television and ties the story to the opportune moment of the broadcast. TV news stations also

¹³ Some definitions of content interactivity also include: user polls, hyperlinks, and the ability to comment on stories. These are not objects of interest in this study.

use a “live” graphic on screen during a broadcast to indicate when a reporter is live at the scene. Immediacy, defined here as an online publishing platform marker of time, is indicated by textual date and timestamps on specific news pages and indicate the date of the online page creation. The first set of timely cues is indicated by persons during a television broadcast of the most opportune or *kairotic* moment, the second is automatically performed by an online content management system that holds the timely content and foregrounds the moment of discovery and subsequent revision as news develops. Each foregrounds the importance of the story yet does so in medium-specific ways.

Because the online mode of transmission is simultaneously heralded as an interactive searchable and sharable database of broadcast news materials, I argue that questions must be asked related to issues of the timeliness of the repurposed materials and the presence or absence of date stamps indicating immediacy to explore how timeliness is contextualized online. I assert that what is needed is to understand how the timeliness is or is not temporally fixed by online dates that are used to explicitly state the original TV broadcast date and not simply the date the content is uploaded online.

Grounding

In his book *Using Language*, Clark (1996) outlined the concept of grounding as the means by which senders and receivers of information are oriented to the communication taking place. “*To ground a thing, in my terminology, is to establish it as part of common ground well enough for current purposes*” (p. 221 emphasis in original). Grounding is understood then, as the multiple ways senders and receivers of information engage in a joint activity through which a similar or shared understanding of materials can be created so as to

produce knowledge. For broadcast journalists this sense of grounding, the process of contextualizing information about a story and presenting it as a whole, is readily visible within their daily reporting activities. By answering the five basic questions inherent within the news gathering process, who, what, when, where, and why (Gibbs & Warhover, 2002), broadcast journalists are able to ground the communication “well enough” both verbally and visually to turn the information gathered into knowledge that can be used by the public to make informed decisions. For example, a majority of television stations make use of keybars when an anchor, reporter, or interviewee is shown on the screen. These onscreen graphics are used to convey a person’s name and title, and can also be used to convey the location of a place, effectively grounding the viewers to the “who” and “where” of the news. Figure 2.1 indicates the standard broadcast journalism structure that is used to visually ground the communication during a television broadcast.



Figure 2.1 - An example of several grounding elements displayed within the video player.

In Figure 2.1 a “live” graphic can be seen within the hard news video that indicates the reporter is at the scene during the TV broadcast to deliver his report. Additionally, a keybar displays the “where” (Allen Park) and “who” (Jim Kiertzner) is reporting. Some TV news stations also use an onscreen clock graphic during the news broadcast that is used to reinforce the up to the minute television news viewing experience. This onscreen clock display explicitly orients the viewers to the time of the broadcast *as they are watching the news on the television* and reinforces the implied “when” of the broadcast. Live graphics and onscreen clocks are two visual ways that broadcast journalists use to reinforce the moment of the broadcast. Reporter or anchor voiceovers are also used to orient and reinforce the “why” and “where” and reinforce the implicit temporality of the “when”. The full transcript of the broadcast news story from NBC 4 in Michigan (displayed in Figure 2.1) contains an example of verbal elements that further ground the communication and indicate the timeliness of the story.¹⁴

Temporal Fixity

While “who,” “what,” “where,” and “why” can be readily transferred, communicated and grounded with the broadcast video itself and elements within the online platform in a variety of ways, the timeliness of “when” in TV broadcast hard news video is implied to match the original date of broadcast. As such, I argue that the timeliness of “when” needs to be temporally fixed within an online environment to shift the temporality of “when” to *when originally* so as to minimize the temporal disconnect of the repurposed video content from

¹⁴ Appendix C

the original offline, medium-specific context. I argue that the implicit references to the importance of the time of the original broadcast's "when" inherent within phrases like "live at the scene", "earlier this morning", "happening right now" must be anchored with a temporally explicit *when originally* as the materials are placed in an online environment. The repurposed content needs what I call the concept of temporal fixity – a grounding or orientation tactic that explicitly ties the content to the original broadcast date and time from the original, offline (TV) medium. While anchors or reporters use phrases like "live at the scene," "earlier today" "happening right now" or a live graphic is displayed on screen within the video, theoretically the online video may have been posted days, weeks, or months before the content is watched and/or shared via content interactivity tools. As stated in Chapter 1, *kairos* without *chronos* holds little to no value. Thus, without a context-specific and accurate broadcast date and time to indicate when the hard news video was broadcast on television, the content is disassociated from its opportune moment of delivery.

Because temporally fixing television news to an explicit date and time is not needed when TV news stories are broadcast on television, there is not a specific term in existing literature for the concept I am describing here. As such, I put forth the concept of temporal fixity as a way to describe the recontextualization of medium-specific values when they occur in different mediums than the ones in which they originated. To indicate why temporal fixity is a necessary concept for repurposed broadcast hard news stories, questions must be asked regarding the extent to which timely cues, immediacy dates, and content interactivity links are currently present on local TV news station websites. This enables the ability to see

how timeliness is contextualized in an online platform that is characterized and shaped by immediacy.

Research Questions

In light of the multiple and varied practices that have been defined as convergence, no matter how it is defined, it can be concluded that publishing to the web is a primary behavior for local TV news stations. Additionally, over time, repurposing content, specifically reporter packages and broadcast hard news videos, has remained a common practice of U.S. TV news stations and is still a dominant practice today that has been integrated into general staff activities. However, while previous studies outline that the majority of news directors report their stations practice varying dimensions of convergence, there is no current research that provides a clear picture of what happens to TV broadcast hard news video content when it is repurposed and played via another medium. Nor is there any current research that outlines how the content is contextualized in an online environment where immediacy and content interactivity are touted as the two biggest advantages for television news stations (Cremedas & Lysak, 2011; L. K. Smith et al., 2007). Furthermore, a research technique has not yet been established to explore multimedia in depth for online news environments.

Because of the previous discussion of the increase in online publishing and the prevalence of publishing repurposed materials, these elements, timeliness, immediacy, and content interactivity, must be examined in relation to one another rather than regarded as distinct and separate concepts. The introduction of an ever-changing and updateable medium, the Internet, as an additional distribution platform for fixed formats like the timely TV hard news videos, leads to the following research questions:

RQ1: Is the original airdate and time of local television broadcast news videos explicitly conveyed within the online video or video player?

RQ2: How often is immediacy conveyed in relation to the repurposed television hard news videos?

2a) Are there notable differences between the immediacy of video player pages and article pages with embedded videos?

Additionally, as content can be shared via content interactivity features like social-media and email links present on news media websites, this study explores the prevalence of content interactivity email links and whether shared links return to the original content.

Content interactivity as outlined in this project leads to the following additional questions in relation to online news videos:

RQ3: How often do the television stations utilize content interactivity features like social media links and email features?

RQ4: Do the content interactivity email links lead back to the original content in the original, shared context?

This chapter answered the first overarching question: “*How has convergence altered broadcast journalism content*” through a discussion of the larger organizational changes that then affect the individual broadcast journalist and subsequently the content s/he produces.

Because of the prevalence of repurposed hard news video content online and the values inherent within broadcast news, I suggest a new research technique is needed that affords researchers a way to capture and code multimedia materials.

As stated in Chapter 1, capturing and coding online news websites is a difficult process. Because of this, only a few research techniques are used to capture online samples. The next chapter addresses the second overarching question of this dissertation in depth to explore: “*What research techniques can be used to capture and study the placement and contextualization of online videos within the context of a broadcast television website?*”

CHAPTER 3

CAPTURING ONLINE VIDEO CONTENT IN CONTEXT: A SCREENCAPTURE RESEARCH TECHNIQUE

Due to the repurposing of broadcast content because of convergence, it is clear that larger organizational shifts, while meant to increase cooperation and content production, have not been able to achieve such goals. Instead, news directors indicated that to compensate for the increase in publishing platforms, the majority use repurposed hard news video content on their local TV news websites to meet the audience's demand for online news. I have been arguing throughout this project that this repurposing, in turn, leads to the shifting of medium-specific core news values. While broadcast journalists understand the function of timeliness when it is used in television news broadcasts, journalism literature has not yet addressed how broadcast news timeliness cues function in other mediums. Nor has the broadcast literature explored what currently is used (if anything) to contextualize timely content in content interactive and immediate online platforms. I assert that this topic has not yet been identified nor researched due to the lack of a research technique in which to explore multimedia and subsequently video news values in the new online context. Yet the prevalence of broadcast TV news stations publishing online video brings with it rich opportunities and challenges for mass communication researchers who wish to study TV news online content.

While studying online content has become central to the work of communication scholars, because of the updateable, changeable, and ephemeral nature of the Internet, sampling online content has been regarded as a daunting process (Paterson & Domingo,

2008; Quinn, 2005; Riffe, Fico, & Lacy, 2005; Riffe & Lacy, 1996). Without stable links and static data, online content that is constantly in flux remains difficult for researchers to sample, code, and archive. Because of the sheer volume of content, and the speed in which it can be moved or deleted from the Internet, researchers have studied the best ways to design sampling frames and gather a sample when conducting a content analysis of TV stations online websites (Hester & Dougall, 2007; Riffe et al., 2005; Riffe & Lacy, 1996). Without deliberately archiving the sample, researchers are unable to visit the same content, as each viewing of a web page may be different from the previous instance. Because of this, new research techniques such as screenshots and html thumbnailing have been used in conjunction with content analysis as a way to save and revisit data. Yet while static screenshots are excellent for coding layout, links, and text, it not a feasible approach for the study of moving content like repurposed news videos.

This chapter first outlines how mass communication researchers use Designated Market Area (DMA) reports to design sampling frames to explore the front page of local TV news websites. Next, it describes research techniques that are utilized in conjunction with online content analysis: saving websites, screenshots, thumbnail generators, and video link archiving. Finally, because of the increase in online multimedia content on local TV news websites and the need to study medium-specific news values as they are transferred to other mediums, a new technique that screencaptures multimedia is put forth that provides a way in which to explore how timely broadcast journalism TV videos function on local TV news websites.

While a large body of research exists about convergence perceptions and reported activities taking place in broadcast TV newsrooms, there is a lack of a formal technique to capture and study online video content and, as such, to date no research has been reported on the repurposed news video content embedded on local TV news websites. While Papper (2010) reported almost 99% DMA use of repurposed news content on local TV news websites, these data do not indicate how the videos are utilized. Nor do these data indicate how the timely hard news videos are contextualized within an online environment.

Numerous studies have outlined the larger picture concerning how convergence and online publishing have changed the field of journalism over time¹⁵. Survey research helps researchers to understand what news directors report their workers are doing online, but without studying the online content itself, researchers will not be able to understand how the content looks and functions in an online context.

Content Analysis

Survey research that describes convergence, like the studies outlined in Chapter 2, provide the background through which scholars can understand what news directors report their stations are doing on their websites or how they use their websites to disseminate the news. This research provides us with an overview of the reported activities happening online. Similarly, ethnographic studies about convergence in TV newsrooms focus on the personalized experience of creating content for the web and how convergence has changed the daily activities of specific journalists (Boczkowski, 2004, 2009; Lawson-Borders, 2003).

¹⁵ See Chapter 2

These interviews offer first-hand insight into how the job and day-to-day tasks of a journalist have changed because of convergence. Both of these approaches are powerful for examining the state of the field and activities taking place. However, Riffe et al. (2005) argued that to understand the content, one must also study the content:

“Content analysis is crucial to any theory dealing with the antecedents of content. It is not essential to every study conducted, but in the long run, one cannot study mass communication without studying content. Absent knowledge of the relevant content, all questions about the processes generating that content or the efforts that content produces are meaningless.” (p. 39).

Content analysis has been used to study online newspapers to determine the differences between the news in print and on the screen (Beyers, 2004). It has also been used to research the types of branding information that broadcast stations tweet using Twitter (Greer & Ferguson, 2011). As with all content analyses, one must collect and archive data to be coded and explored (Riffe et al., 2005). This becomes challenging when performing a content analysis with online content and even more difficult when gathering online content that also contains online videos. For online broadcast news content analysis, I contend that to understand the effect of repurposed timely news content, one must study it in the online context. Again, without studying how the timely, *kairotic* moment of hard news stories is or is not contextualized online, researchers can only deduce how the content function by relying on studies that indicate the actions reported by people involved in the news gathering and creation process. This however does not provide a full picture of the function of news values

in various environments, nor does it afford the opportunity to explore online content in depth through first-hand observation of the content.

TV News Website Sampling Frames

Riffe et al. (2005) outlined the sheer volume of online data and unclear population size as two of the key disadvantages of conducting content analysis using online databases (p. 206). Because content is always being added, updated, and deleted from the Internet, it is nearly impossible to know the total universe of possible choices to sample. Researchers who study local TV news websites clearly define the parameters of the sampling frame in relation to the Designated Market Area (DMA) rankings (Chan-Olmsted & Park, 2000). The DMA, sent out yearly by the Nielsen Corporation, contains a complete list of TV news stations within the United States. In broadcasting, TV stations are ranked according to the potential number of TV households they reach in relation to the geographic area served. For example, New York, New York is ranked number one because of its high population density in a relatively small geographic area. Similarly, Fairbanks, Alaska is currently ranked number 202 because of its low population density in comparison to the geographic area served. Because the DMA rankings contain a complete list of the entire TV news station population it is possible to utilize this list to determine the sampling frame. In addition, by using the DMA rankings to design sampling frames the sample chosen is said to be representative of the entire TV station population. However, once the sample has been identified challenges still exist in how to capture the richness of the online sample.

Mass Communication Research Techniques

Mass communication researchers who wish to explore online content in context have devised several research techniques in order to capture online samples. These techniques, saving HTML pages, screenshots, thumbnailing, and saving video links are described in detail below to foreground the need to implement the screencapture technique outlined at the end of this chapter. While these techniques appear frequently in the broadcast literature, no study to date has provided an in-depth exploration of the benefits and limitations of each research technique. Similarly, no project has outlined the research techniques in depth in order to provide a comprehensive overview of the benefits and challenges of each technique. In order to further clarify the use of the screencapture technique put forth in this chapter, existing research techniques are first explored in depth in order to provide an explicit point of reference as to how the screencapture technique addresses a current gap in mass communication research.

Saving HTML Pages

Chan-Olmsted and Park (2000) conducted a content analysis using a proportionate stratified sample of the 1999 DMA rankings. They surveyed how local TV broadcast stations used their websites to promote content and explored the types of content available on the TV station websites. The local TV station website pages were reported as the unit of analysis for this study. The coders utilized two separate coding sheets: one to code the website home page, and a second to code the remaining station pages. Chan-Olmstead and Park conjectured that because the home page is the main entry point to a website, the contents of a news website's homepage would have the biggest impression upon a viewer.

Because of this, they developed a separate coding sheet to explore the main features found on the homepages of the websites (p. 323). In order to code and archive the sample, the website pages, in the form of HTML files, were collected and saved to a local computer. Chan-Olmsted and Park provide little description as to how the files were specifically collected, but outlined that the entire website for each TV station in their study was saved and coded (p. 325). Because they examined the general web features that the sites provided, it is possible that the individual pages were examined in terms of their overall layout and design but this is not specified within their research design.

Benefits of saving HTML pages. Some benefits of saving HTML pages include:

- A locally archived folder containing the HTML files
- An opportunity to view the code of the HTML files
- The ability to save hyperlink locations and preserve some of the content richness of the original web page.

HTML page example. While in 2000 there was minimal use of video on online news sites because of technological constraints such as lower bandwidth capabilities for video delivery, due to the current volume of information located within local TV news sites and the types of multimedia currently placed on every news page¹⁶, saving all of the HTML files for each station and coding the specific content is an impractical technique for studying

¹⁶ Online news websites now contain elements like: flash multimedia ads, user polls, rotating video players, Twitter and Facebook plugin feeds as a few examples.

TV news content in an online context. Figures 3.1 and 3.2 demonstrate the partial record preserved when a user saves an HTML file for a local TV website that contains online video.

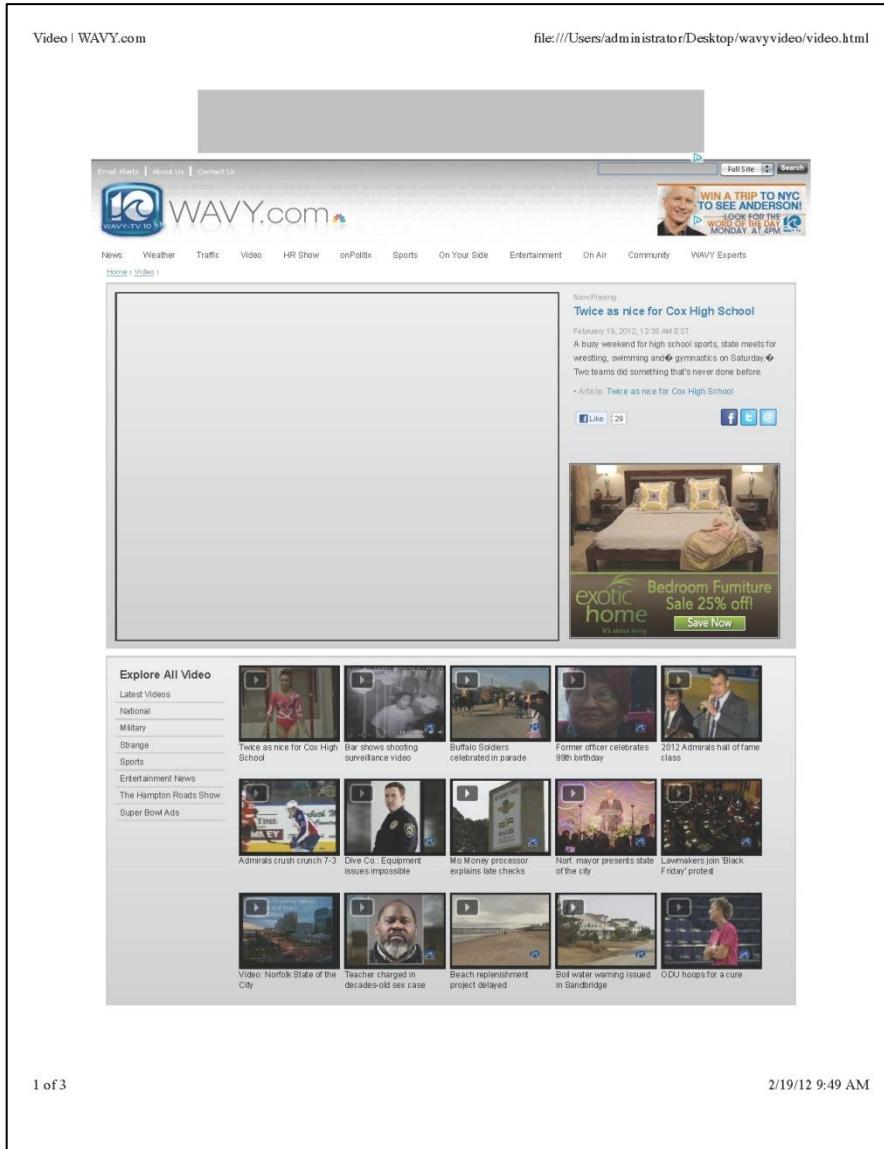


Figure 3.1 - <http://www.wavy.com/subindex/video> saved as an HTML file (screen 1 of 2)



Figure 3.2 - [http://www.wavy.com/subindex/video saved as an HTML file \(screen 2 of 2\)](http://www.wavy.com/subindex/video saved as an HTML file (screen 2 of 2))

Using Chan-Olmstead and Park's (2000) procedure, I visited WAVY.com, the website for a TV station in Norfolk, VA and saved the main video page as a "complete web page." Because this dissertation is concerned with local TV news online video, I visited the video player page located at <http://www.wavy.com/subindex/video> and saved the web page as a complete web page using a web browser. This procedure, in theory, saves all of the content and linked files that are contained within the individual page. The HTML files are then saved in a folder on the local hard drive. Figures 3.1 and 3.2 contain a screenshot of the loaded web page and demonstrate that several elements appear to be missing. Figure 3.1 is the top portion of the online page and Figure 3.2 is the information on the same page that is visible when scrolling down the web page. A third page of scrolling information contained a duplicate of the footer information and is not included within this chapter.

Figures 3.1 and 3.2 show file duplications on the page, web inconsistencies, and several grey boxes. The large grey box in Figure 3.1 is the location where WAVY's video player is located on their site. Because WAVY.com serves video from a different server and uses a flash player to play the video, saving the files as complete web pages to a local computer does not enable multimedia elements to be saved locally, nor does the saving of an HTML file always place the web elements in the correct location. In Figure 3.2 the information from the top of the screen (located in Figure 3.1) is duplicated as extraneous material and contains even less of the content from the web page. To explore the inconsistencies and compare the saved file with the original instance of the web page within a web browser, Figure 3.3 contains a screenshot of the webpage. The screenshot within Figure 3.3 was taken after the video ad server ran a 15-second video advertisement. This was

done purposefully so that the video content and accompanying text, to the right of the large video window, could be identified in the image.



Figure 3.3 - Screenshot of <http://www.wavy.com/subindex/video>

Limitations of saving HTML pages. While the technique of saving HMTL pages is a viable option for coding website design, because of the amount of multimedia content

placed on the page, specifically video content, saving HTML pages is not a viable data collection technique for those who wish to analyze the contents of online video in addition to the elements that surround the video player. When the saved HTML page is loaded back into a web browser, a connection to the video server may occur, however, the specific video that was originally loaded onto the page may not be the new video that is served. Similarly, if video ads are scheduled to play before an online video, a different ad than the one originally seen by the first coder may be presented to the second coder. This creates inconsistencies in the coding of data when one is examining specifically the online video content and the information present on the page at the time the video is played.

Screen Printing

Bucy (2004) conducted a comparative content analysis of the top 36 and 40 markets of local TV news websites using a purposive sample from the DMA rankings list. Bucy was interested in exploring the prevalence of content interactivity and how local TV news stations communicated with the public. Content interactivity includes the presence of features such as hyperlinks, video players, and user polls. Bucy located the TV station websites by utilizing a combination of web searches and a static URL list of TV stations. Once the purposive sample had been identified, Bucy coded the front page of each website in order to “standardize the coding process” and minimize “the possibility of coder error associated with searching an entire site for a particular feature or content element” (p. 107). Bucy printed a physical copy of each of the websites’ front page to keep for coding and archival purposes. In this case, printing a physical copy of the front page of the local TV websites is an

appropriate data collection technique for examining the features and elements physically located on the front page of the websites.

Benefits of screen printing. Printing physical copies of the web page using a Print screen or save to pdf option provides the following benefits:

- A saved physical, archived copy for coding
- A color image of the layout and design of the website

Screen printing example and limitations. Figure 3.4 contains a screenshot of a printed copy from WAVY.com's video player web page from February 2012. This figure was captured by clicking File>Print on the web browser and then clicking the "Print to pdf" button.



Figure 3.4 - Printed WAVY web page from browser

Figure 3.4 indicates that manual printing of the page by a coder when gathering a sample allows the coders to examine the contents and correct layout of the page. However, because the print function gathered static images displayed on the page and the video player does not contain a static image, only the grey box is shown on the printed record. Using this technique, visual coding of the layout of the page is possible, however the collection of static images of materials prevents coders from seeing and analyzing the full contents of the news website video player page.

Thumbnailing

Another technique for capturing TV website data is known as thumbnailing. Webpage thumbnailer programs enable researchers to input multiple URLs and set a program to batch capture screenshots from the predefined list. Rather than manually visiting each page and printing the screen or taking a screenshot as outlined in the two previous examples, the thumbnailer program automatically visits each URL that is predefined by the user and takes a screenshot. Greer and Ferguson (2011) used a webpage thumbnailer as a research technique to bulk capture screenshots of local TV twitter account activities. They were interested in how local TV news sites utilized Twitter as a news promotion resource. The thumbnailer was used to capture 488 local TV news Twitter accounts. Greer and Ferguson gathered their sample using a DMA rankings combined with a list of stations with Twitter accounts (p. 205). Because of the “large number of postings on sites” (p. 204) coders for the study analyzed only the first page of the stations’ tweets but kept the entire record that the thumbnailer recorded.

Benefits of thumbnailing. A website thumbnailer program is efficient for bulk collection of screenshots, and is effective for taking screenshots of Twitter activities. While the Twitter page itself may be updated with new tweets, once the tweets are published to the page, they systematically move down the page in chronological order. Additionally, website thumbnailer programs enable users to specify the size of the image to be archived and allow for high quality jpgs and pngs to be collected and stored according to specific naming schemes. This is valuable for several reasons including the ability to use a preview or photo-viewing program to zoom in on the image with minimal pixelization. Thumbnailing also enables systematic or random sampling designs from the generated thumbnails.

Example of a thumbnailled web page. Figure 3.5 displays a zoomed-in portion of a website thumbnail that was captured using thumbalizr, a website thumbnail program. The full thumbnailer image is displayed in Figure 3.6. The zoomed-in image in Figure 3.5 displays the text listed to the right of the video player window on the WAVY.com page. The high quality image and the ability to zoom in and out of the image without encountering a large degree of pixelization allows researchers to code the textual information that is on the page as well as the layout and page design.

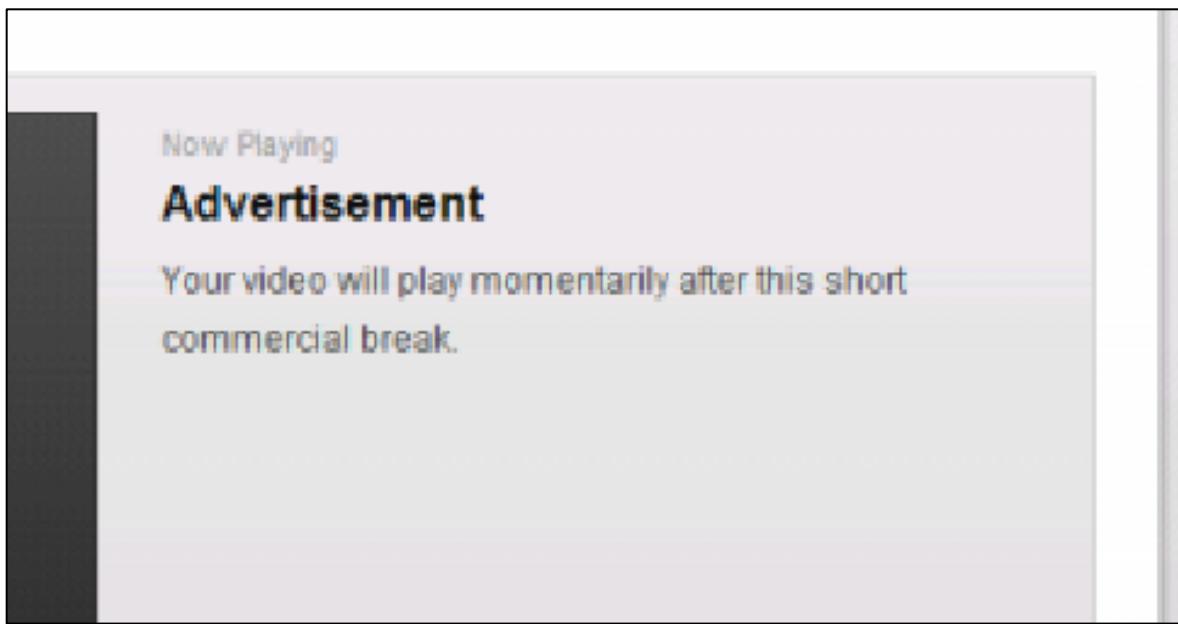


Figure 3.5 - Zoomed in portion of thumbalizr screenshot

Limitations of thumbnailing. If a website thumbnailer program were used on a page containing multimedia content, the video elements would still be missing from the page. Additionally, while a website thumbnailer might be a viable approach for studying the elements surrounding a video player, some broadcast news sites play an ad before the videos. Many of the broadcast TV video ad servers cause the video links to grey out in order to force the viewer to watch the entire ad. The graying out of the video and text that accompanies the video, as seen in Figure 3.6, creates an image that becomes very difficult to code. Because the material to be studied is grayed out by the advertisement, the html thumbnailer program is not able to capture the full set of information on the page. Without being able to set a load and capture time (for example, to take a screenshot 15-30 seconds after the page has loaded and a 15-30 second ad has played) a website thumbnailer is not the most appropriate

technique to collect and code a static shot of video content on a website. Figure 3.6 contains a full-page thumbnailer captured screenshot of the WAVY video player page. This image was captured by <http://www.thumbalizr.com>. The program waits up to 30 seconds for the page contents to load but the screenshot indicates that the video player area is still blank and the ad server temporarily removes the accompanying text of the video that is normally located on the right hand side of the page. Instead the thumbalizr captures the phrase “Now Playing: Advertisement. Your video will play momentarily after this short commercial break.” This is more clearly visible in the zoomed in image shown in Figure 3.5. While the thumbalizr image correctly displays the video player page layout and would be a more preferable technique than saving HTML files or printing a web page, because the program systematically takes the screenshot when the page loads and an ad is played before the video of interest, another technique is needed to fully capture the richness of video content.

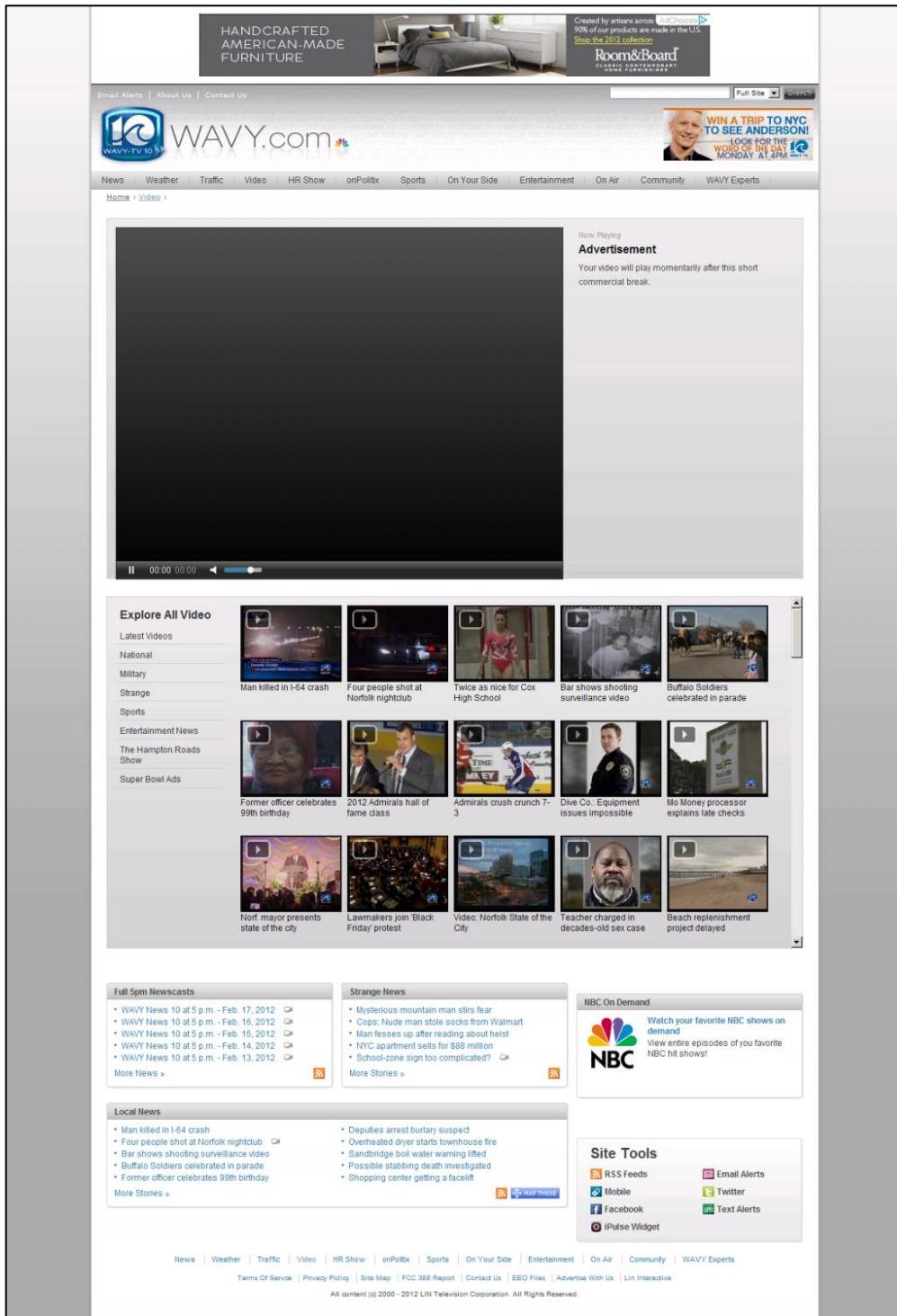


Figure 3.6 - WAVY video player page captured by a thumbnailer program

Saving Video Links

Peer and Ksiazek (2011) examined the prevalence of journalistic elements present in YouTube “news” videos. They conducted a content analysis of 882 YouTube videos to determine if strict adherence to journalistic standards increased the number of views a news video received. While Peer and Ksiazek note that they coded all of the 882 videos, and narrowed the sample size to videos categorized as “news”, no mention is made of the data collection technique utilized to save and store the videos. It is possible that the link locations were saved so that the videos could be re-played. Copying the link locations presented by YouTube would, in theory, enable a coder to find and rewatch the same video to code the contents of that specific video. When a page is reloaded however, the relevant content information that surrounds the video player changes to suggest new and different content in relation to the original video. While saving a link location for a video on YouTube might be an acceptable option for examining video content on that specific site, this is not a viable option when coding content on local TV news websites.

On broadcast news websites, video player pages like <http://www.wavy.com/subindex/video> are merely placeholders for serving timely news videos to users. This means that, similar to the TV station’s homepage, the layout of the video player page stays the same while the embedded content systematically rotates within the page throughout the day. As news stories are posted to the website by journalists the

current content shifts to another position¹⁷ in order to make room for the most recent and timely content. For example, in Figure 3.3 the picture of the woman at the sports desk is a screenshot of the current video that is playing and the smaller row of thumbnails are news videos that can be clicked on to play in the larger video window. If a researcher were to save the link to the “/subindex/video” page because the researcher wanted to save a link for that specific sports video, s/he would be unable to return to the desired video because the page simply loads the most recent video content into the video player. With the increase in the use of social networking tools (Papper, 2010) and sharing links on local TV news websites, sharing tools, such as “email this” links may be a viable way to return to a video a second time. This specific content interactivity feature will be explored further in Chapter 5.

This chapter outlined how saving HMTL pages does not sufficiently archive the video components that are on the web page but does afford researchers the ability to save hyperlink locations. Similarly, screen shots and website thumbnailing programs, while appropriate for gathering static records of a site, do not afford the researcher the opportunity to play and code the online video. For multimedia and specifically online news videos posted to TV news websites, another approach is needed, the screencapture research technique.

¹⁷ In some cases when new content is loaded to the site the stories currently on the page are deleted from the system. Because online sharing tools are attached to every video, chapters 4 and 5 outline the timeliness of online content in relation to online sharing tools.

Screencapture

Screencapture is a specific set of processes using screen recording software to record website navigation and multimedia online content. This technique will be utilized in Chapter 4 to study features of local TV news hard news videos that are repurposed as online content. Screencapture complements the multimedia content of the local broadcast TV news websites by creating a record of the content in the new context. This technique, for which an explicit navigational recording procedure was designed, enables researchers to retain a stable and archived set of online videos within the online context. This enables the coding of not only the web page text and layout but also the video, audio, and multimedia elements on the page. The research technique also records the computer mouse movements on the screen and affords researchers the opportunity to study where content is situated in relation to the website homepage by recording and following the process of how the content was located.

The content analysis outlined in Chapter 4 includes the use of the screen recording software Camtasia® as a research technique to capture the video and textual content of the local TV news station web pages. The screen recording software enables the researcher to record activities taking place on the screen, save the screen recording as an archived video file, and share it with multiple coders. Because Camtasia® records the entire computer screen it allows researchers to capture the web page audio and video in high resolution. Additionally, the screen recording program contains an editing platform that enables the coder to zoom into a portion of the recorded clip to read fine details, like small text on the page. Figure 3.7 contains a screenshot of the recording interface with an entire web screen

within the canvas window. The canvas is the equivalent of a movie player window in which a clip can be played, paused, and analyzed. To the left of the canvas is a bin that contains thumbnails of the recorded screencasts that can be selected and played within the canvas. The timeline, located below the canvas, displays the length of the screencast, allows the coder to play and pause the screencast, and view the audio waveform¹⁸. Figure 3.8 contains a screenshot of the same screencast that has been zoomed in to provide a clear picture of the text beside the web page video player.

¹⁸ These features are just a few of the very basic features for Camtasia®. Additional extended video editing capabilities are possible with this program but are not utilized as part of the research technique outlined in this chapter.

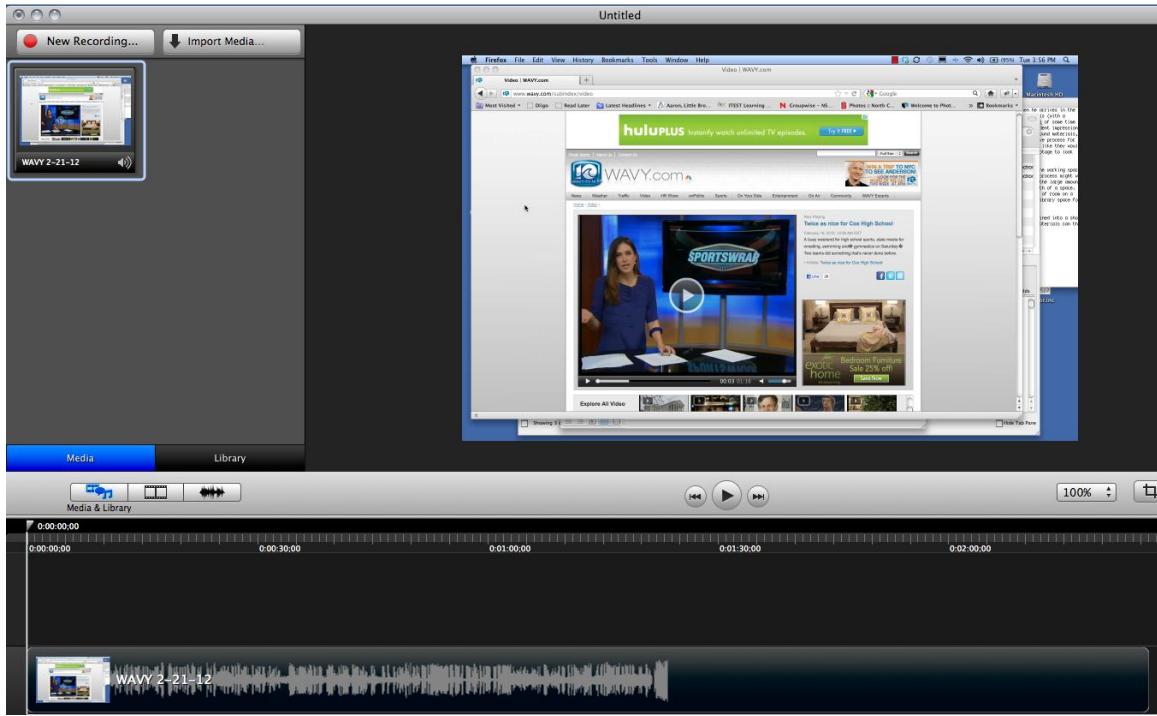


Figure 3.7 – Screen recording software interface

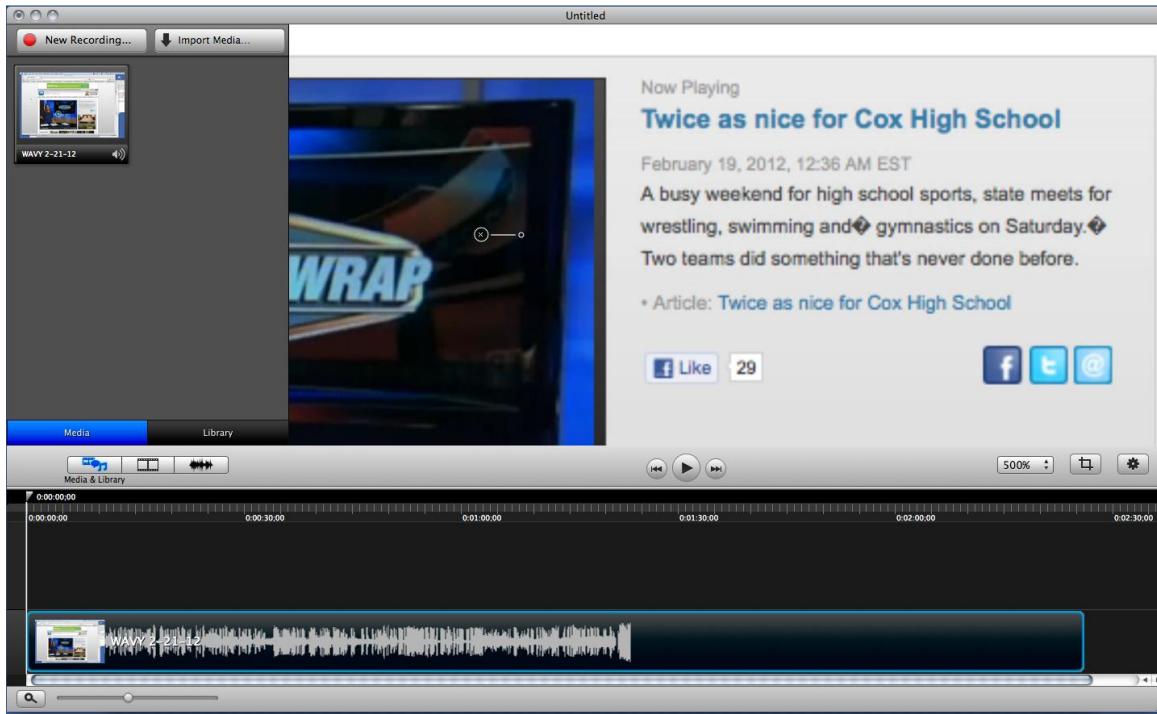


Figure 3.8 - Screen recording software interface with zoomed in clip

The zoomed in clip in Figure 3.8 enables coders to note that there are several sharing options listed next to the video. In this figure, three sharing options are available for the news video: sharing to Facebook, posting on Twitter, and sending via email. Because coders can use Camtasia® to zoom into the screencast, the prevalence of sharing tools and video player page layouts can be coded in-depth in addition to viewing the local TV news video content.

Navigation procedure. The screencapture navigation procedure outlined in Appendix A creates consistency in the data collection process even when different persons record the sample. This, in turn, provides coders with a stable set of video content in its online context to analyze and code.

Returning to Figure 3.3, it shows that the repurposed online news video has accompanying text on the right hand side of the screen that is associated with the video. Within the text box is a video title, an immediacy date indicating when the video was uploaded to the server, and a summary of the news video. On the web page the text content is located outside of the video that is playing but loaded at the same time as the video. Because the online content additions may be either added visually or aurally to the hard news video or textually in a textbox that accompanies that video on the webpage, the entire page on which the video resides must be captured as a means through which to understand how the timely video content is contextualized online.

Benefits of the screencapture technique. In addition to recording the sound, images, and visuals on the computer screen, coders of the screencast files are also able to see the mouse cursor movements of the recorder throughout the screencast. For example, when a recorder moves the mouse cursor to click on a link, the coder of the screencast can see the movement of the mouse and the link chosen. This enables the coders of screencasts to not only see the entire screen within the screencast, but to code whether the content was found using a video navigation link or a news navigation link from the news station's main navigation bar. Additional benefits will be elaborated on in Chapter 5.

Challenges/limitations of screencapture. While the technique of screencapture enables researchers to record and code online video content in an efficient manner, the additional steps needed to save and store the screencasts provides a number of challenges. The data intensive technique requires the use of additional hard drive storage space. For this study, a 2TB hard drive was needed to store all of the screencapture materials and data.

Additionally, recorders and coders need to be trained to use the Camtasia software and specific navigational procedure before coding of the sample can begin. This technique also involves the use of screencapture software in conjunction with an organizing spreadsheet that allows the researcher to organize and more efficiently reference the newly created video archive. For this project a organizing spreadsheet and workflow was created by the researcher to save and store specific information to manage the data collected. Only by following the set recording procedure and paying strict attention to detail can the recorders capture the rich amount of data that this technique allows.

Because this dissertation is concerned with U.S. local TV station online news videos, and outlines a research technique that uses screencapture and video playback of the screencasts, a distinction is made concerning the use of the words “video” and “screencast”. “Video” is used to refer to the local TV station website videos and “screencast” is used to refer to the screencapture of the website that contained the objects of analysis in this study. Similarly, the word “recorders” refers to those who recorded the screencasts while “coders” is used to refer to those who coded the sample. As such, extra training time, experimentation with using the recording software and resources¹⁹ are needed in order to use the screencapture research technique.

¹⁹ Camtasia® is not a free software program but has unique capabilities that other free software programs do not. The ability to zoom in on a clip after it has been captured is one such difference.

While screencapture records the video and audio displayed on the web page and provides access to the richness of multimedia content in an online context, the research technique does not afford researchers the opportunity to save and click on hyperlinks contained within the screencast as it becomes a video file once it has been recorded. As outlined within this chapter, only saving the HTML files enabled researchers to explore hyperlinks contained within the archived set. While the links were preserved by saving the HTML files this does not guarantee that the link locations themselves continue to work on the websites. As such, future research is needed that would outline a technique that might combine the best features of all of the techniques so as to facilitate capture of the full richness of the content. Additional limitations of the screencapture research technique are outlined in Chapter 6.

This chapter outlined a research technique, screencapture which will be used in Chapters 4 and 5 for studying online multimedia content, specifically online hard news videos posted on local TV news websites. But what does screencapture enable us to code in relation to the online video content? The technique here provides researchers a way to keep track of content that may disappear at any time and offers rich opportunities for the coding of form and content of web pages that contain multimedia within the embedded context of the online pages. Table 3-1 indicates the capability of each research technique outlined in this chapter to address the research questions outlined as part of this study.

Table 3-1 – Comparison of research techniques in relation to research questions

	RQ 1: Is the original airdate and time of local television broadcast news videos explicitly conveyed within the online video or video player?	RQ 2: How often is immediacy conveyed in relation to the repurposed television hard news videos?	RQ 2a: Are there notable differences between the immediacy of video player pages and article pages with embedded videos?	RQ 3: How often do television stations utilize content interactivity features like social media links and email features?	RQ 4: Do the content interactivity email links lead back to the original content in the original shared context?
Saving HTML Pages		√	√	√	
Screen Printing		√	√	√	
Thumbnailing					√
Saving Video Links	√			√	
Screencapture	√	√	√	√	√

Unlike previous research techniques, this technique affords researchers the opportunity to explore medium-specific news values that are placed within the online platform. The next chapter outlines how this technique is used in conjunction with content analysis to explore the timeliness of local TV news videos that are repurposed as local TV

news online videos. Chapter 4 approaches the next two overarching question of this dissertation: “*How is the broadcast journalism news value of timeliness represented within an online environment shaped by immediacy?*” and “*What happens to the online news videos when they are shared via content interactivity tools.*”

CHAPTER 4

A CONTENT ANALYSIS OF TIMELINESS, IMMEDIACY, AND CONTENT INTERACTIVITY

In the previous chapter, a research technique was outlined that facilitates the capture and coding of broadcast news videos in an online context. In this chapter, this screencapture technique is used in conjunction with content analysis to approach the fourth and fifth overarching questions of this dissertation: “*How is the broadcast journalism news value of timeliness represented within an online environment shaped by immediacy?*” and “*What happens to the online news videos when they are shared via content interactivity tools.*”

Method

To answer the research questions outlined in Chapter 2, a content analysis was conducted. As stated in Chapter 3, online sampling is a challenging process because of the volume of online data. As such, prior research studies were used to guide the population and sampling process.

Population and Sample

Following prior research (Chan-Olmsted & Park, 2000) the sampling frame for this study was the 2010 DMA reports. Using a random number generator to generate a simple random sample from the DMA reports, 50 markets were identified for inclusion in the sample out of a sampling frame of 210 markets. Four television news networks, CBS, ABC, NBC and FOX local affiliate broadcast stations were then identified for each of the randomly sampled DMA rankings. The local network affiliate websites were found using web searches for their respective TV station call letters as well as the station contact information listings

from <http://www.stationindex.com/tv/>²⁰ (Greer & Ferguson, 2011). Because of the prevalence of repurposed TV news videos as outlined in Chapters 1 and 2 and timeliness as the defining news value of hard news, the online content selection from the local TV news websites was narrowed to repurposed TV hard news videos. Two videos from each of the 200 television stations' websites were recorded between 10/07/10 and 11/06/10 using the screencapture technique outlined in Chapter 3. A total of 400 repurposed hard news videos were selected by the recorders and then screencaptured for analysis. From the 400 screencaptures, 266 (two-thirds) were randomly sampled and then coded.²¹ This was done because this project outlines a new research technique specifically for those interested in studying broadcast journalism online content. Should the researcher wish to randomly sample from the 400 screencaptured videos as part of a new study to examine the research technique and content in the online context, a random sample can be generated from the entire screencaptured archive. By coding two-thirds of the screencasts, the coded screencasts are also representative of the larger sample set.

²⁰ For example, WTKR's website was found using a combination of the website <http://www.stationindex.com/tv/> that lists up to date station contact information by searching for "norfolk portsmouth newport news TV stations".

²¹ After the screencaptures were recorded, a random number generator was used to first mix the sample as they were originally listed in order by DMA. Then, a second random number generator was used to sample two-thirds of the screencaptures for coding.

Screencapture Technique

Two recorders were trained to use the screencapture research technique²² outlined in Chapter 3 to record the screencasts for this dissertation. A main spreadsheet list (see Appendix B) of the local news TV station sample was created from the 2010 DMA rankings. The main spreadsheet enabled recorders to note which websites to visit to record the screencasts, and allowed recorders to save the links that were sent via the email sharing function. The main spreadsheet contained the following:

- 2010 DMA ranking
- Random number generator sample selection number
- State
- Station call letters
- Network affiliate
- Local channel number
- Website homepage link
- Camtasia® screencast name
- Emailed page link (emailed via content interactivity feature if available)
- Date of the screencast recording

The spreadsheet headings outlined above were used as an organized and searchable list of information that enabled the coders to find the corresponding station name, screencast number, and emailed story file. Because of the large volume of information and different

²² See Appendix A for the navigation procedure.

media types collected as part of the research technique, the spreadsheet was needed to facilitate analysis of collected data.

Because this dissertation is centered around the prevalence of repurposed local TV news videos and previous research indicated that news videos are a primary feature on local TV news websites (Papper, 2010), it was presumed that a “video” page link would be found in a prominent location, the main navigation bar, on the home page. Additionally, previous research indicated precedent for using the home page as an entry point into coding local TV news activities (Bucy, 2004; Chan-Olmsted & Park, 2000; Davis, 2003). By beginning the screencast at the homepage of the news station’s website, and then navigating to the hard news video, coders were able to note how the recorders navigated to the news video to determine the prevalence of video players versus the prevalence of a single video embedded on an article page. This procedure also replicated the assumed behaviors of TV website users who would, theoretically, use the first, main entry point available to access video content.

If content interactivity email sharing features were associated with the hard news video, recorders paused the news video close to the end of the video and used the email sharing features to email a link to the video. In this way, a visual verification of the email being sent to the specific email address was recorded within the screencast file. This was done purposefully so that a new video was not loaded into the video player, which can

potentially set the “email this” feature to send a link to the newly loaded video rather than the video the recorder screencaptured a part of the study.²³

Inclusion/Exclusion of Online Video Criteria

Recorders used two criteria to select the online news videos while screencapturing the local TV news websites. The first criterion was that the video must appear to be “hard news” previously aired on television. To reiterate, hard news is categorized as a timely event with pressing information and is a staple of the news organization. The second criterion was that videos should not include sports, local sports, entertainment news, or weather segments.

While all of these video types are also broadcast within a nightly newscast, this study specifically analyzed the repurposing of local TV hard news broadcast stories in an online environment. While the exact content of local TV news varies considerably between each market area, the genre of hard news and the overarching news values guiding the principles

²³ This was discovered to be a problem during initial testing and refinement of the technique described in Chapter 3 before the sample was recorded. When a hard news video finished playing before the email feature was used to email the video, the email link pointed the recorder back to the next video in line and not the specific video that the recorder tried to send. It appears as if, once the video is done playing and a new video loads, the content interactivity links only reference the current video in the player and, unlike a video hosting service like YouTube, does not enable a user to email the video after s/he finishes watching the video.

of what constitutes hard news does not typically vary within the broadcast journalism profession (Bell, 1991; Scott & Gobetz, 1992).

Within online news websites additional types of video not broadcast on television may be available as supplemental video content. The following were excluded from the sampling: raw video, viewer videos, paid advertising, and “online only” content; this includes featured health reports, weekly online recaps of news events, pets of the week, and other videos specifically marked as online only or “web update” videos. While each of the excluded video types could be examined for the presence or absence of temporal fixity, they are not the focus of this dissertation. Recorders navigated to the first or second hard news story on the page and began the screencast recording. To avoid inadvertent screencapture duplication of the same news video on a local TV website, the recorders chose the first hard news video in the play list if they had not previously visited the same local news website (as indicated in the main spreadsheet). Recorders chose the second hard news video if they had previously visited the same local news website to record a screencast. The entire page on which the video resided was recorded and coded because online content additions may be either added visually or aurally to hard news videos. In addition, textual elements, specifically any text associated with the video in a textbox on the page or in a summary window was also coded.

Coding Procedure

Two weeks after the screencapture files were recorded, coders watched each assigned screencast at least two times. In the first viewing, coders indicated the way the recorder

navigated to the hard news video²⁴ and coded the timeliness, grounding elements, and temporal fixity located within the hard news videos. In the second viewing²⁵, visual, verbal, and textual elements on the web pages surrounding the hard news videos were coded as well as the availability of content interactivity features. After the second viewing, if an email link was available, the coders used that link and coded (1) whether or not the link worked and (2) if the link took the coder back to the original video page seen in the corresponding screencast.

Coding Instrument

A coding instrument was created to measure the frequency of timeliness, immediacy, content interactivity, and grounding features. The full coding instrument is available in Appendix D. Manifest content was utilized to assess the prevalence of markers that indicated timeliness, immediacy, content interactivity, and communication grounding features as well as temporal fixity. The elements are outlined as follows:

Timeliness. Timeliness was operationalized as the presence or absence of text, graphics, reporter narration and/or anchor introductions to reporter packages that indicated

²⁴ Recorders were provided with specific instructions to begin recording on the front webpage, and navigate to hard news videos using a video navigation link (if present) or a news navigation link if a video link was not present. Specific instructions are outlined in detail in Chapter 3.

²⁵ Because the screencasts were made using Camtasia®, coders were able to pause the screencaptured videos and zoom in to code specific elements on the page.

the “nowness” of the broadcast video contained within a video player or within a video embedded on a article page. Markers of timeliness included the presence or absence of a “live” graphic within the local hard news video, and aural phrases like “live at the scene”, “happening right now,” “earlier today,” and “right now” present or absent within the repurposed hard news video. Because timeliness is a broadcast news value, only the timely elements located specifically within the videos (and not in the accompanying text on the webpages) were coded as timeliness. However, any indicators of timeliness on the web pages but outside of the videos were also coded in order to determine to what extent broadcast timeliness was or was not contextualized online.

Temporal fixity. Temporal fixity was operationalized as visual or textual elements displayed within the hard news video (including before, during, or after the video but specifically within the individual video stream itself) that explicitly stated the original TV broadcast date and time. Coders were also asked to look for features within the video that included an overlay (or aural equivalent) of a date and time within the video along with textual or aural phrasing like “original broadcast date” or “first aired on” or the equivalent of “5 p.m. newscast on 10/21/2010” within the video.

Immediacy. Replicating prior research (Bucy 2004), immediacy was operationalized as date and time stamped indicators on the web page but not embedded within the hard news videos. The date and time stamped elements include the text “created on”, “updated on”, or “uploaded on” that is accompanied by a date and/or time and indicate when the page holding the content was created. Figure 4.1 displays immediacy indicated on a local news website article page.

The screenshot shows a news article page. At the top left, there are two tabs: 'Video' and 'Photo'. Below the tabs is a video player showing a female news anchor in a studio setting. The video player has a progress bar showing '/ 01:18' and several control icons. To the right of the video player is the main article content. The title of the article is 'Twice as nice for Cox High School' in bold black text. Below the title is a subtitle 'Marlins take home 2 state titles'. Underneath the subtitle are two small text lines: 'Updated: Sunday, 19 Feb 2012, 12:36 AM EST' and 'Published: Sunday, 19 Feb 2012, 12:36 AM EST'. The author's name, 'Ali Lucia', is listed below these. The main body of the article discusses Cox High School's achievements in gymnastics and boys swimming. At the bottom of the article, there is a link 'After winning the eastern regional Ocean Lakes has 8'.

Figure 4.1 - Immediacy features on an article page.

Within Figure 4.1, immediacy is indicated by both the display of an “Updated” date and time and the “Published” date and time located before the article text. Figure 4.2 below displays an example of a date and time stamp on a video player page.

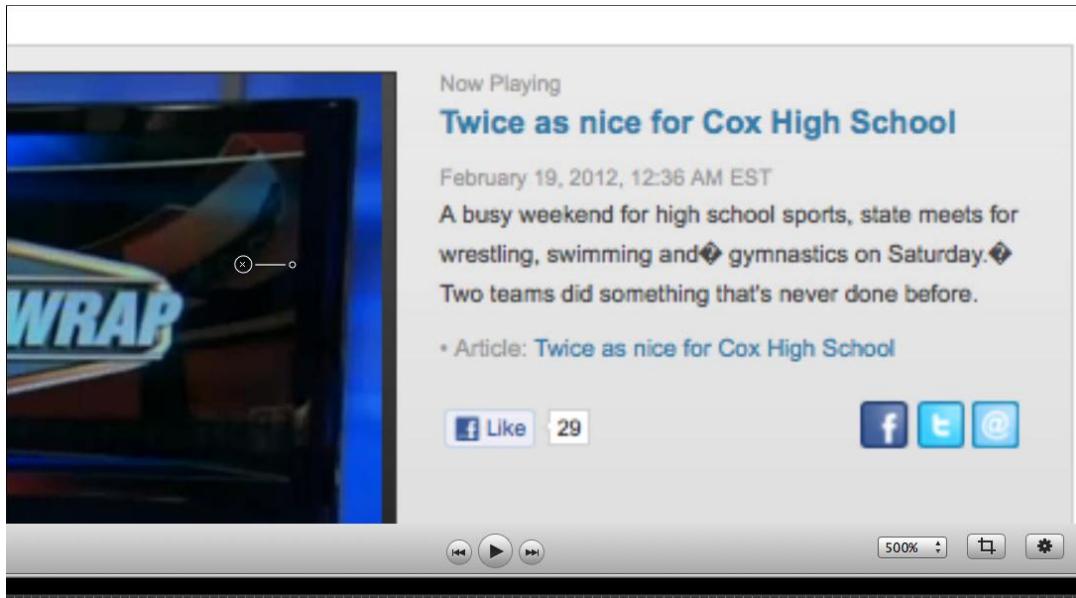


Figure 4.2 – Immediacy features within a video player page

Figure 4.2 demonstrates that, within the video player page interface, immediacy dates may not include the phrases like “updated on” or “created on” but is indicated in the form of a date reference including hours and minutes and may or may not include a reference to a particular U.S. time zone.

Content interactivity. Content interactivity was operationalized in terms of the presence or absence of “share this” or “email this” links. For example, Figure 4.1 contains a “share” button that expands to offer several sharing options (not shown on screen) and Figure 4.2 contains sharing buttons for Facebook, Twitter, and an “@” symbol indicating the video can be emailed.

Grounding features. Grounding features were operationalized as keybars or text embedded within the video, or verbal phrases that were used by the anchor or reporter within the video that indicated the what, who, where, and why news values of the story. These

elements can be present either within the hard news video or located within accompanying text on the page.

Navigation and Page Type

Recorder navigation was coded in order to determine the extent to which video players are used on TV news websites and the extent to which article pages are present. Because videos can be found on both article and video pages, separate coding sections were created for each specific page type. Once coders had coded the news videos, and indicated which type of page housed the video, coders use the appropriate coding instrument section for the video player pages and article pages with an embedded video. Each page type is described in detail below.

Video player page. Figure 4.3 depicts a common arrangement of a video player page on a TV news website. Video player pages contain the following:

- A large video player with video controls such as a play, pause and stop buttons
- A series of smaller video thumbnails below the player
- A small text box or summary directly below or to the right of the player that contains a few line summary about the news story in the video

Additionally, a video player page may contain the following:

- Content interactivity in the form of email and sharing features
- A banner advertisement
- A 300x250 pixel medium-rectangle advertisement

- A date in the form of month/day/year exact time indicating when the video was uploaded to the website. See Figure 4.2 for an example of immediacy within a video player page.
- A closed caption button



Figure 4.3 - An example of a video player page with a summary to the right of the player.

Article page with embedded video. Figure 4.4 depicts a video player embedded within an article page. This page type has the following characteristics:

- Single, smaller embedded player to the side of the page - typically 300x250 pixel medium-rectangle sized

- Several sentences or paragraph text outlining the story that is placed in the middle of the page

Additionally, an article page may contain the following:

- A “created on” or “published on” date indicating the day the page was created for the website
- An “updated on” date indicating the day the page was updated for the website
- Content interactivity in the form of email and sharing features



Figure 4.4 – An example of an article page with an embedded video in the left hand content bar.

Training and Reliability

Two screencast recorders were trained to use the screencapture software and relied on an instructional guide to record the screencasts using the technique outlined in chapter three. Six graduate students were asked to pretest the coding instrument using four videos that met the sampling criteria but were not included in the study. Utilizing this initial test and discussions, codebook and coding instrument modifications were made to include greater specificity of the concepts examined in this study. After the final coding instrument was created, two coders were trained to use the coding instrument; they also independently coded the same 20% of the 266 screencasts. Cohen's kappa was used to assess intercoder reliability and determined excellent agreement, $\kappa = .958$, 95.8% between coders.

CHAPTER 5

RESULTS

Of the 266 screencasts,²⁶ 8.3% (n=22) were removed because the broadcast stations URLs did not appear to be working when the screencast was recorded²⁷, 4.9% (n=14) of the news websites did not contain local videos but did contain Associated Press (non-local) videos, 6% (n=16) of the videos would not play on the websites due to the news station's or video hosting company's server error, and 1.9% (n=5) of the Camtasia® files contained an error²⁸ and would not play. The remaining 209 videos were coded in full. Of the 209 videos, 71.3% (n= 149) were videos featured within a video player and 21.7% (n=60) were videos featured as a video embedded within an article page.²⁹ FOX affiliate videos totaled 20.1% (n=42), 24.4% (n=51) were ABC affiliates, 26.8% (n=56) represented NBC affiliates and 28.7% (60) were from CBS affiliates. To determine the prominence of a video feature on local news websites, coders were asked to record which main navigation link the recorder

²⁶While a random sample from within the 400 videos was coded, all 400 videos were recorded using the screencast software.

²⁷ For example, visiting the URL listed on the stationtvindex.com site would, in some cases, return a “server not found” error even after the web addresses were previously identified as working and providing content.

²⁸ In these cases, Camtasia automatically stopped recording after 30 seconds although the recording tool indicated it was still recording.

²⁹ See Chapter 4 for examples of player and article pages.

used to navigate to the video. More than 66% (n=139) of the local news videos were found using a “video” link listed in the news website’s main navigation bar.

Frequencies of manifest variables were examined to determine the elements of timeliness and grounding features present or absent within the videos, the presence or absence of temporal fixity, the prevalence of content interactivity features, and the location to which the emailed link took the coder. Table 5-1 contains the frequencies of variables coded specifically within the repurposed videos.

Table 5-1 – *Frequency of timeliness and grounding elements in all 209 videos*

Manifest Variables	Yes	% of total sample*
“live” graphic on screen during the video	130	62.2%
Audio contains “today”, “last night”, right now, etc (see codebook for terms)	160	76.6%
Keybars identifying locations, people, and/or places	175	83.7%
Anchor introduction to story	167	79.9%
Anchor or reporter conclusion to the story	175	83.7%
Station clock graphic within news video	75	35.9%

*these percentages are for each variable listed in relation to the total sample. A video that contained a live graphic may also contain timely phrases and a station clock.

No statistically significant correlations were found regarding videos that contained a “live” graphic that also did or did not contain a clock and/or timely phrases.

Results of Research Questions

In the sections that follow, results are listed for each research question that was posed in Chapter 2. After the results are listed individually, a summary of the results is provided.

RQ1 Results

Research question 1 asked if the original broadcast date and time of the repurposed hard news video was explicitly available within the news video itself or the video player. Of the 209 total videos, none contained elements of temporal fixity embedded in the news video in the form of a graphic, animation, or audio voiceover before, during, or after the news videos played that explicitly indicated the original TV broadcast date and time.

In addition to examining elements within the video, any text surrounding or related to the videos and located on the page was also examined. Of the video player pages, 77.2% (n=115) contained either a summary button or summary area associated with the local news video that contained a complete several sentences, a sentence fragment³⁰, or no summary. The summary content results are listed in Table 5-2.

³⁰ Sentence fragments were coded as sentences that contained cut-off words or ellipsis at the end of an incomplete sentence. These sentences were not clickable links, but appeared to indicate additional text was available that formed a complete sentence. In these cases, the space devoted to the text did not appear to be adequate for the amount of text that was entered for the videos. For example: A CBS station summary button contained the following “A homeless man suspected in the killing of a Burlington woman was charged with minor crimes Monday, but police say the charges are just...”. An NBC affiliate summary button

Table 5-2 – Video page player summary button contents

	Did the summary button offer a complete summary, summary fragment that was cut off, or no summary?	Percentage
Complete	66	44.3%
Fragment	25	16.8%
No Summary within summary button	24	16.7%
Summary button not available	34	22.8%

No video player pages that contained summary buttons offered a date or time within the summary space that was associated with the story. Additionally, no summary areas contained a date or time that explicitly indicated the original broadcast date and time.

Over three-fourths (n=116) of the video player pages contained a text headline. The majority of headlines, 72.5% (n=108) associated with the local news videos were complete headlines, while 5.4% (n=8) contained a cut-off headline³¹ and 22.1% (n=33) did not have a headline associated with the video. A statistically small number of video player pages, .4% (n=1) contained headline text that indicated that original date and broadcast time. The headline within the video player stated “Morning Top Stories 10-5-10” which indicated the

contained “Allen Park Middle School was swept for bombs Friday morning after a map of the school was found in the possession o...”

³¹ For example: An ABC affiliate headline stated “Domestic Violence Victims ‘Take Back The...”. An NBC affiliate headline stated “Mayor Benjamin reaches settlement in...”

local news video contained a news story from the morning news broadcast on 10-5-10. No other videos coded within this study contained similar phrasing within the videos or in text on the page and related to the videos. In short, despite numerous places to do so, only one video had a reference to the original date and time of the broadcast.

Coders also identified the presence or absence of the closed caption feature within the video player pages. Seventy-five point eight percent (n=113) did not offer a closed captioning button. While the remaining 24.1% (n=36) did offer a closed captioning button, only 1.3% (n=2) of the closed captioning buttons was operational and also contained a transcript of the video. Thus, the majority of broadcast stations did not take advantage of a feature available for the visually³² or hearing impaired.

Of the 60 article pages with an embedded video, 96.7% (n=58) displayed a section of text associated with the video. Table 5-3 displays results of the length of body text displayed on the article pages.

Table 5-3 – Article page text lengths

	Was the text a several line summary or a longer article	Percentage
Several line summary	23	38.3%
Longer article	35	58.3%
No body text	2	3.4%

³² Screen reader software designed for the visually impaired reads the closed captioning text aloud.

No body text within the longer articles or summaries indicated the original date or time of the original news broadcast. Article pages were coded to measure the degree to which the text on the page also contained timely phrases. Results indicate that 83.3% (n=50) of the article pages did not contain timely text phrases like those within the corresponding videos. Results did not indicate any statistically significant correlation between videos that contained timely phrases and those that contained past tense article text.

In general, the results of RQ1 indicate that timeliness was present in three-fourths of the news videos along with headlines that indicated the subject of the videos. However, no temporal fixity was found within the videos to indicate the original broadcast date and time. Additionally, while closed captioning features are available for online video players, only one news station used this feature.

RQ2 Results

The second research question asked how often immediacy was displayed in relation to the repurposed hard news videos. Coders were specifically asked to mark the presence or absence of “created on”, “published on”, or “updated on” immediacy dates and times located within the video player pages or on the article pages. These phrases are frequently used in online spaces to indicate the initial date the content was published or uploaded to the Internet (Bucy, 2004). Within the video player pages, 76.5% (n=114) did not contain an immediacy date that indicated when the video was uploaded to the local news station’s website. The remaining 23.5% (n=35) contained a date reference within video player (outside of the video itself) but did not contain the phrases “uploaded on”, “created on,” or “published on” before

or after the date. Of the total video player pages (n=149), 14.8% (n=22) contained both a date and time reference and 8.7% (n=13) contained a reference to a date but not a time.

Results indicate that 86.7% (n=52) of the article page videos contained a “created on” or “published on” immediacy date, but the remaining 13.3% (n=8) had no date indicating the date or time the web page was published. Seventy-six point seven percent (n=46) listed both the date and time of page creation. For example, the format “10-16-2010 at 2:13am,” was most frequently listed. Results indicate that 65% (n=39) of the article pages embedded with a video listed an “updated on” date. The “created on” dates indicated the date and (in many instances) the time the web page was created while the “updated on” indicated the date and time a page was changed or updated. Of the article pages, 48.3% (n=36) contained both a “created on” and “updated on” field. Those that displayed two immediacy indicators, 85.5% (n=29) contained different dates indicating that content on the page had been changed. The remaining article pages, 11.7% (n=7) contained the same “created on” and “updated on” dates indicating that no content on the page had changed between the time of the initial page creation date and screencapture. The combined results of the video and article pages indicate that 41.6% (n=89) of the total videos were contextualized with immediacy. In other words, less than half of the total videos contained immediacy indicators when the repurposed video content was uploaded to the web.

Part two of the second research question asked if there were notable differences between the immediacy of video player pages and article pages. The results are listed in the figure below.

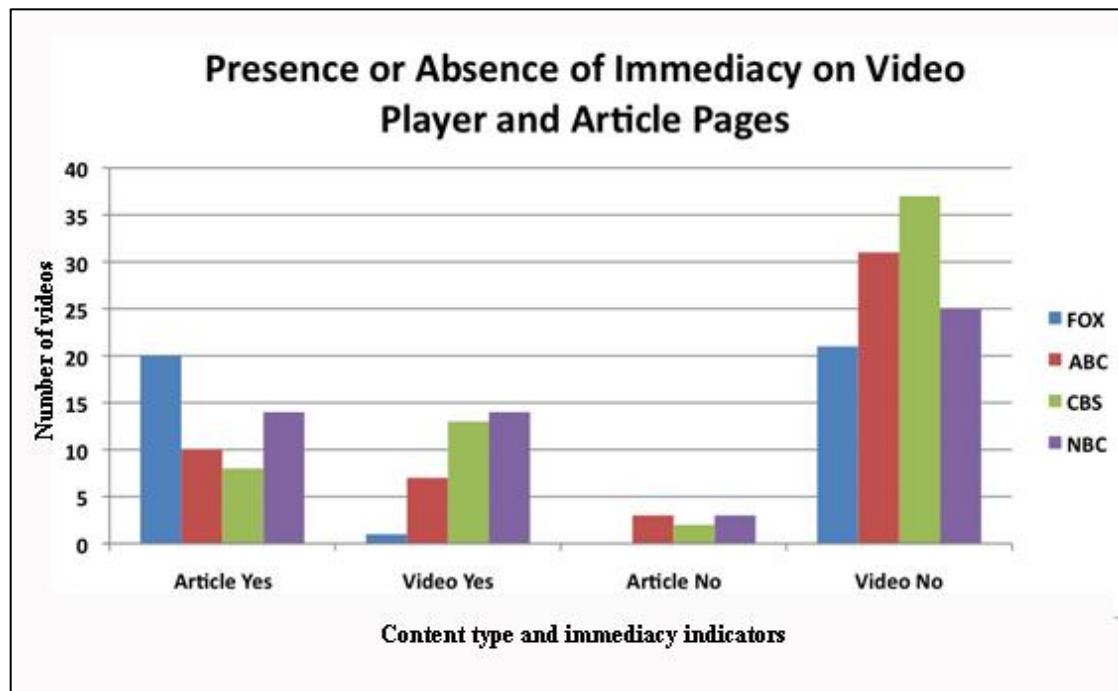


Figure 5.1 - Indicators of immediacy on video player pages and article pages with embedded video by station affiliate

Figure 5.1 indicates that video player pages were more prominent and a larger proportion featured no immediacy. Article pages, while less frequent, generally contained at least one immediacy indicator. Results listed in Figure 5.1 also indicate that the station affiliate activities regarding the number of video player and article pages embedded with a video are consistent across all four news network affiliates. For example, the majority of videos uploaded by each local affiliate to a video player page do not contain immediacy while the majority of article pages embedded with a video player do contain immediacy.

RQ3 Results

The third research question asked how often TV stations utilize content interactivity features like social media features and email links. Of the video player pages, 66.4% (n=99)

offered social media sharing options and 92.6% (n=138) contained an email link. Within article pages that contained an embedded video, 98.3% (n=59) contained social media sharing options and 96.7% (n=58) offered an email feature. In the entire set of videos, 93.8% (n=196) contained content interactivity features in the form of an email sharing option.

RQ4 Results

The fourth research question asked where the shared links led the coder; the video player page results are listed in Table 5-4.

Table 5-4

Did the email link take you back to the same location you just viewed in the screencast?

	Frequency
No, No video at all/”video not found”	14
No, different video	20
Yes, same video different page	24
Yes, same video	77
Total	135

Table 5-4 indicates that 57% (n=77) of the video player page emailed links returned the coder to the same video on the same web page while the remaining 43% (n= 58) did not return to the original location with the same video.³³ Of the 58 article page videos that offered content interactivity email links, 63% (n=37) returned to the original location. The

³³ Three of the emails never arrived in the inbox and the remaining 11 videos, as mentioned in RQ3, did not offer an email sharing option.

remaining article pages embedded with a video, 37% (n=21), led the coder to: “video not found” page (n=12), a different video (n=2), or the same video on a different page (n=7). Results did not indicate any statistically significant correlation between videos that contained immediacy that did or did not return to the original location via content interactivity links. Of the 23.5% (n=35) video player pages that did offer immediacy dates, 57.1% (n=20) of the corresponding content interactivity links returned to the same video on the same page.

Summary of Results

Overall, the results of this study indicated that local TV news stations offered repurposed local news videos primarily via a “video” link within the main navigation banner that led to a video player page. In the summary below the results are explored in greater detail to explain the differences between the contextualization present on the video players and the contextualization present on the article pages with embedded videos. As such, the summary that follows further addresses the third and fourth overarching questions: *“How is the broadcast journalism news value of timeliness represented within an online environment shaped by immediacy?”* and *“What happens to the repurposed online news videos when they are shared via content interactivity tools”*.

Summary of Timeliness and Temporal Fixity Results

Results indicated that while the majority of videos contain the original medium’s verbal timeliness cues (which are to be expected within TV hard news videos), no repurposed videos contained temporal fixity as outlined in this dissertation. To reiterate, the concept of temporal fixity is a grounding or orientation tactic embedded within a video that specifically ties the repurposed video to the original broadcast date and time. Because video player pages

and article pages with embedded videos contain different layouts and video player functionality, this study used two different coding instrument sections and provided an in-depth examination of the presence or absence of temporal fixity pertaining to both page types. While over three-fourths of the video player pages offered a summary button that could have been used to provide additional context or updated information about the video news story, almost half of those summary areas contained fragments of information or were available but contained no text.

Additionally, closed caption features were used infrequently by all of the local TV stations for all of the affiliates. While a few video players offered the closed caption feature, upon clicking the button to examine the text, large red X's appeared that indicated the feature was not available. Thirty-four of the closed captioning buttons were visible on the video player pages but were either grayed out (unable to be clicked) or were clicked by the recorder and then contained a red "X" indicating the closed captioning function was not available. The two videos that contained working closed captioning buttons were from the same local TV news station. One video contained the anchors' and reporter's text verbatim, the other contained the entire story verbatim and distinctively used lower case letters to serve as the reporter's "voice" while the sound bites from sources featured in the news video were typed in all capital letters. Although this is not a focus of this dissertation and closed caption buttons were examined primarily to indicate the presence or absence of temporal fixity, it appears as if local news stations video content featured only in video players may be generally inaccessible to those who need to use closed captioning features to access multimedia content.

Article pages that contained smaller, embedded video players did not offer the closed caption button. However, the majority of article pages contained either a several-line summary of the story or a few paragraphs that outlined the story. Results indicated that videos located on article pages, while they did not offer the closed caption features, they did provide body text about the story that is also accessible for screen readers.

Summary of Immediacy Features Results

Over half of the article pages with embedded videos contained both “created on” and “updated on” dates that indicated that information on the page had been updated since the page was first published. For example, an ABC affiliate article page was “created on November 4, 2010 at 9:24pm” but “updated on November 5, 2010 at 6:42pm.” This time range spans several broadcast dates and times yet the page does not indicate what specific elements on the page were updated. Thus, the video content could have been embedded within the article page anytime between the created on and updated on dates but may have been aired on television any time prior to the page creation or before the most recent page update. Similarly, even making a simple edit, such as changing a word within the story and resaving the page causes the content management system to modify the “updated on” date.

While the majority of the article pages with an embedded video contained at least one “uploaded on” or “created on” date and time stamp indicating immediacy, by contrast approximately one-quarter of videos on a video player page were contextualized with immediacy dates that indicated when the video content was uploaded to the website. The results of research question 2 indicated that while the majority of videos were found within a video player, those videos were also less likely to contain immediacy indicators than the

videos embedded within an article page. These results were consistent across all four news network local affiliates and indicated that there were noticeable differences between article pages, which contained more immediacy indicators than video player pages. For all of the station affiliates the majority of videos were located on video player pages and contained no immediacy. Of the approximately one-quarter that did contain immediacy, it was located either near the video and within the player or outside of the video player and displayed on the page. Figure 5.2 contains an example of an immediacy date outside of the video itself but located within the larger video player.



Figure 5.2 - A video player page with an example of immediacy, a live graphic, and an onscreen clock

Figure 5.2 displays the immediacy date of “Oct 07, 2010. 7:05 a.m. MT” and contains a repurposed news video that displays both a live graphic and an onscreen clock within the video indicating it is 10:00. From this information it can be assumed that the hard news video was posted the next morning after the air of the original broadcast at 10:00 p.m. because of the darkness outside the building in the news video.

Summary of Content Interactivity and Email Link Results

While immediacy indicators, when present, can provide the content with a date that provides a range of temporal fixity, it is important to examine these results in relation to the content interactivity features present on the news sites. While one video within a video player page did contain a headline that indicated “Morning Top Stories 10-5-10”, as content interactivity links can be emailed to save and share the content, the results of this study indicated that a large portion of content interactivity links did not return to the original location as recorded within the screencast. The findings also indicated that content interactivity options are frequently offered in relation to repurposed news videos. Specifically, the email option was the most frequently available at the time of this study than social media sharing options. As stated in the research technique in Chapter 3, if an email sharing option was available, recorders used it to email the story to a specific email address. Later, coders used the link offered by the email in order to return to the local news story as seen within the screencast. The results of research question four indicated that a little over half of the content interactivity links returned to the original location as seen within the screencast. The remaining email links of both the video page and article pages presented either the same or new content in a location that was different from the page the email link

was originally sent. Because the links do not return to the original videos and no temporal fixity is located within the videos themselves, results indicated that not only is the content displayed in a new or completely different location, but also that any textual information found within a summary button or on an article page may not be transferred with the video to the new location.

For example, several video player videos that previously contained a summary button and headline when the screencast was recorded led to a blank, basic pop-up player that lacked a summary, a headline, and any station identification information when found via the emailed content interactivity link. In these cases, when the emailed link was used to return to the content, no contextual information arrived with the video that indicated when or where the video was published. Figures 5.3 and 5.4 below provide an example of the difference between a video contextualized on the news station video player page as seen in the screencast and the information provided via the email link.



Figure 5.3 - Hard news story found via the station website

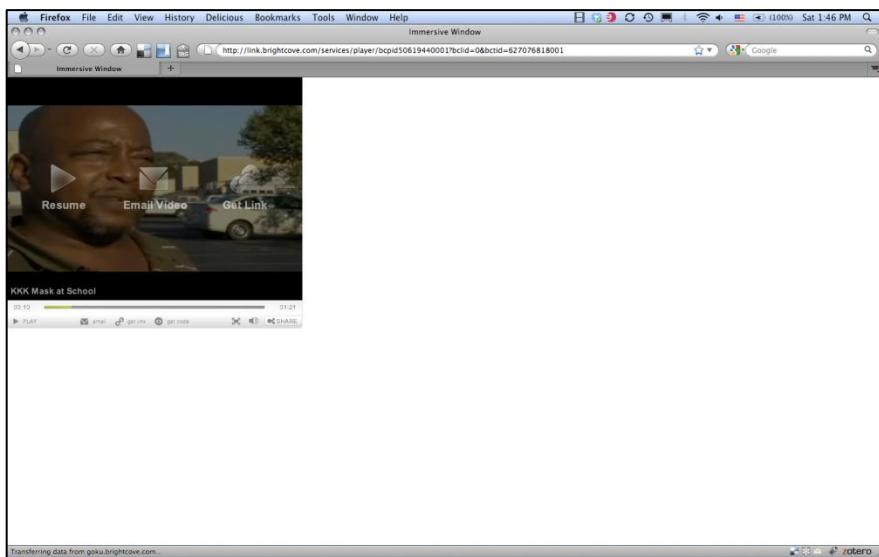


Figure 5.4 Hard news story played via the content interactivity link

Figure 5.4 contains an immediacy date, a headline, station identification information, and that the video is located on a video player page. The same video as seen in Figure 4, reached via the content interactivity emailed link, loads a pop-up player with no immediacy dates, nor station identification information. Additionally, the URL does not contain any station identification to indicate who created the video nor where it was created.

In other instances, results indicated that the email link returned to the same video player page, but either showed another video, or even showed the same text from the original story within a summary box but played a new video instead. Many of the links returned to the video player page itself and, rather than loading the video that was emailed, the player loaded the most recent video content from the day the link was clicked. In some cases, the video player pages led to article pages with the video now embedded within a smaller player on the page.

In general, the results indicated that the broadcast news value of timeliness is represented online in the same manner as the original TV medium. However, while within the online medium the article pages are more likely to provide immediacy dates that can provide a range of temporal fixity, there appear to be no overarching journalism concept or strategy used to directly temporally fix the video content to the date of the original broadcast from the original medium. Examples of temporal fixity that can be used to address this issue will be provided in the discussion in Chapter 6.

This chapter answered the third and fourth overarching questions of this dissertation. Results indicated indicate that timeliness is contextualized by immediacy more often on article pages (the less frequent content type) than on video player pages. Additionally, the

results indicate that almost half of the time within this study, the content interactivity links did not return to the original repurposed local TV news story. What does this tell us then, about the need for temporal fixity within repurposed news videos? In what ways can broadcast journalists account for the clear differences between the contextualization needed for the timely one-time television broadcast and the contextualization required for the “always available very timely” repurposed online videos? I assert that the answer is temporal fixity. The final chapter offers suggestions for types of temporal fixity that can be used to contextualize timely content and discusses how convergence continues to alter broadcast journalism practices that have yet to be accounted for within the journalism industry.

CHAPTER 6

DISSCUSION, TEMPORAL FIXITY, AND FUTURE RESEARCH

Convergence is solidly in place and continuously growing in broadcast newsrooms across the United States. Repurposing TV hard news videos, as shown in this dissertation, has become a staple of news organization online publishing strategies. As indicated in Chapters 1 and 2, publishing online is an essential business practice for stations that want to use every available means to promote knowledge (Quinn, 2005) through their content. It has also become a necessary convergence strategy because of the imbalance between the high amount of online news content needed and the low number of staff members devoted to creating new online content. Thus, repurposing content is a way to extend the reach and shelf life of TV news and enables stations to stay competitive within their own markets on multiple platforms. In *Principles of Convergent Journalism*, Wilkinson et al. (2009) wrote:

Repurposing content for the Web has become increasingly simple for some things.

Story text files are easy to copy and paste into the Web site...with a bit of practice, anyone can copy the text onto the Web and perform any needed reformatting in less than five minutes. (p. 76)

However, as shown within this study, repurposing content, while it is “easy” for copying and pasting as indicated in the quote above, does not appear to involve taking content from one medium and “tailoring it for another” (Wilkinson et al., 2009, p. 76) by contextualizing it within the new medium. Nor does repurposing video content appear to involve using the strengths of the medium to choose how to best tell the story (Quinn, 2005). These two activities, “tailoring” content and/or choosing the most appropriate medium to tell the story

are at the core of what it means to be a convergent journalist. To reiterate, a convergent journalist must have a “multi-media mindset” and understand the capabilities of each medium that could be used to tell the story (Quinn, 2005, p. 205). Again, this does not mean a journalist needs to be multi-skilled, but it does mean that a journalist should have an understanding of each medium. While repurposing content might only take a few minutes and thus afford a journalist more time to focus on his or her primary duties, the findings of this project indicate that more of those minutes need to be spent understanding how news values from one medium are contextualized in another. Without tailoring the content for the online medium through the addition of an explicit date and time reference, the timely content is temporally disassociated from the original medium and thus is disconnected from the core news value of timeliness. As this project has shown, timely TV hard news hinges upon the *kairos* of the particular moment in which it is first broadcast on air. *Kairos* without a reference to *chronos* holds no value. Because hard news is contingent upon its timeliness, it is possible that the very value of the content itself is negated when it is not contextualized with the specific calendar date and time. As such, temporal fixity is crucial for repurposed hard news content so that the news value timeliness conveys the same meaning within both mediums.

I assert that in order for convergent journalists to best utilize a multi-media mindset, they must be provided practical multi-media concepts that afford journalists the opportunity to repurpose content and make the best use of both mediums. First, the multi-media mindset must be expanded to include an understanding of not just the tools but also the context-specificity of the news values and underlying concepts used to produce the news stories.

Next, new concepts must be developed that act as anchors or bridges to tie news values to their original medium. As such, this research contributes a new concept to broadcast literature, temporal fixity, a multi-media concept that can be used as a bridge between mediums to anchor context-specific news values. The data suggest that while timeliness is readily present within online repurposed news videos the majority lack a date or time reference embedded within the repurposed videos. Similarly, while video players are used on a majority of websites, the majority of videos in a video player do not have dates or times on the page that indicate when it was uploaded to the website. The results in Chapter 5 demonstrated that while broadcast news videos are frequently repurposed online, there is a lack of temporal fixity that can serve to ground the content to the original broadcast date and time of the video. Because of the multi-platform approach that convergence necessitates, this study highlighted the structure of the Internet as a different medium of communication and identified a key area of the medium that is often overlooked: the consumer-based self-serve searchable, rewatchable, and sharable nature of online communication.

Content Interactivity and the Nature of Online Communication

The results in Chapter 5 indicated that, while a little over half of the email links led back to the original page, no evidence of temporal fixity was found within the videos that could be used to orient the content to the specific date and time of original television broadcast. Similarly, the remaining videos do not return to the original content on the actual page from which it was originally shared. As content can be shared, saved, and watched hours, days, weeks or months after the news video was originally broadcast on TV and then later uploaded to a news website, I argue that the ambiguous “when” of the original broadcast

needs to be temporally fixed to be made *when originally* specifically within the video stream. Therefore, the date and time of original broadcast need to be explicitly stated within the video when it is posted to the online medium. If the content is not temporally fixed, the timely phrases become decontextualized within the online medium while the content itself moves to different locations and can lose additional context in the new location. The rest of this chapter discusses the importance of temporal fixity as the timely, knowledgeable content produced by journalists may be reduced to decontextualized information when the content is displaced from the original medium and repurposed into another without the key feature of a specific time reference that links the *kairos* to the *chronos* of the original broadcast date and time.

Examples of Temporal Fixity

When the repurposed video content is not contextualized with temporal fixity in an online environment that also does not contain immediacy, the content may appear timeless and, as such is always “happening right now” regardless of whether or not the story happened days, weeks, or months before. Because of the ever-increasing use of the Internet as a platform for repurposed news video content and a sharable platform of those stories through the incorporation of content interactivity features, the results of this study suggest that temporal fixity of repurposed hard news videos should be considered as an essential part of a media management strategy. The following practical applications of the theoretical concept of temporal fixity contribute directly to the best practices of current journalism strategies for repurposing online content.

Examples of temporal fixity within dated materials that are published by news organizations are already largely present within the journalism industry. For example, physical copies of newspapers have the date printed on the newspaper pages that contextualizes the timely content. Broadcast news archive physical copies like the Vanderbilt News Archive (for national news) sometimes include a title screen embedded before the news video that includes the following:

- a record of the original air date
- a news story title or headline
- a title screen that specifies the video content's original broadcast date and time (6:00 a.m., 12:00 p.m., 5:00 p.m., 6:00 p.m., 10:00 p.m., 11:00 p.m.).

These markings temporally fix the archived content to the original TV broadcast airdate and time. By using national news archives and DVD physical copies of video news stories as a guide, local news stations can provide temporally explicit details and information within of the repurposed video to provide the original temporal context. These best practices already located within the journalism industry can be used as a standard for online temporal fixity.

Forms of temporal fixity could include a short graphical display that is embedded within the video and plays directly before or after the news video. It might include either a graphic displaying the date and time of original broadcast, in the form similar to "10:00 p.m. news broadcast on 10/08/10", a short audio introduction stating something similar, a short graphical overlay during the video, or a combination of these elements.

Similarly, text placed within a summary box for the video or accompanying text on an article page like "10/22/10 5:00 p.m. newscast" would potentially temporal fixity the

content to the original broadcast context. This temporal fixity then shifts the timely “when” stated within the repurposed videos to *when originally* the phrases “right now” or “live at the scene” or “yesterday” occurred. If a video states, “last night” and text like the example above is embedded within the video enough context is provided to temporally fix “last night” to 10/21/10. Without this context, which Bell (1991) stated is essential for hard news, the content that is “by nature a perishable commodity with a limited shelf life” (p. 201) is lacking the very contextual component which makes the news valuable to the audience. Without such information, the repurposed hard news will most likely always contain timeliness, but may or may not be contextualized with the necessary temporal fixity to anchor the content to *the* “defining characteristic of the nature of news” (Bell, 1991, p. 200).

Video Editing Workflows and Temporal Fixity

As stated in Chapter 1, the half-hour newscasts are split back into individual reporter packages and uploaded to the web. Before uploading the packages to the web, a computer script or bulk export process could be used via the existing news video editing stations to automatically place an overlay indicating temporally fixity. These practical media workflow suggestions can be either manually or automatically built into the reporter package upload process after the newscast has aired. By automating the process at the video editing station or airplay export stage, a minimal amount of time is spent but the content is temporally fixed to the original broadcast context. If temporally fixing the content at the news editing export stage is not a practical solution, media managers should consider the additional option listed below that focuses on using content management systems to provide temporal fixity.

Content Management Systems and Temporal Fixity

Bucy (2004) indicated that immediacy features, like date and time stamps on web pages, were used by news professionals to provide online content with a sense of importance related to the up to the minute display of the time the content was created and published to the Internet. This sense of publishing content as it happens can indicate that the content contains the inside scoop on the up-to-the-minute happenings in a particular location. However, when repurposed news video content is uploaded to the Internet it is misleading to contextualize the information with a “created on” date as the immediacy dates refer only to the web content creation of a page and is set internally by the publishing or content management system. For repurposed content, the immediacy date does not indicate the original date the news story aired on television.

As such, the lack of temporal fixity can be further explored within this study as a number of the article pages also provided immediacy “created on” or “uploaded on” dates to accompany online repurposed videos that fell during odd hours of the day when news is not normally broadcast. For example, if a repurposed hard news video is contextualized with a “created on” immediacy date of “6/24/10 at 2:02 a.m.” and contains phrases like “last night” or “earlier this morning” the content is theoretically tied to two last nights and two earlier this mornings. Would it mean the evening of 6/23/10 or does it refer to the evening of 6/22/10? Similarly, while “earlier this morning” within a 24/7 news environment might actually refer to the time between 12 a.m. and the time of the video upload, it may in fact also refer to the morning of the 6/23/10 if it is hard news or breaking news content. Without concrete temporal fixity like “6/24/10 11 p.m. News” the “created on” date unintentionally implies

several dates and/or times. Although immediacy provides a range, it becomes further difficult to temporally fix content when both a created on and updated on date are present on a web page. Because the nature of hard news hinges upon the timeliness of the content and the journalist's primary job is to combine information about a story and present in such a way so as to promote explicit knowledge about a topic (Quinn, 2005). This project suggests that, like TV timeliness, online immediacy without temporal fixity also temporally disassociates the content leaving it difficult to make sense of the information within the story without the full context.

Because immediacy is marked automatically by a computer system when a web page is created or updated, news directors should consider having conversations with their content management system providers about adding new data fields that can be used to contextualize the content. For example, data fields could be added on a content upload page that allow a journalist to manually enter the broadcast date and time. Additionally a simple drop down field that enables a journalist to select from pre-determined daily news broadcast times of day in addition to a date field could be added. If the journalist were to select the 5 p.m. dropdown list item and enter a date of 10/26/10 the content would then be temporally fixed to the original broadcast date and time of the original medium. Fields such as these could then be made visible on the pages next to the video content to provide temporal fixity.

These practical contributions offer media managers multiple ways to implement the theoretical concept of temporal fixity without placing an undue burden upon existing staff and resources. Either solution, whether implemented at the individual station level or through the content management system provider can be smoothly integrated into existing

workflow practices with minimal setup and current workflow adjustments. But why should news directors or media managers implement one of these practical applications to temporally fix the content? As indicated in this project, there are several larger implications for the genre of hard news content, which is the staple of all broadcast news organizations.

Knowledge Promotion and Information Technologies

A significant number of repurposed hard news videos were found using the “video” link within the news stations’ main navigation bar and the majority of the videos coded were located on video player pages. These finding indicated that local news stations frequently offered access to video news clips via a video player page. This is consistent with previous findings that indicated important news features are linked to the website homepage because it is the primary entry portal to a website’s content (Bucy, 2004; Chan-Olmsted & Park, 2000). This is also consistent with the findings of Cremedas and Lysak (2011) that indicated a high percentage of news directors “always” or “often” place repurposed video on their local station website. Together, these findings could indicate that because of the high percentage of stations that “always” or “often” repurposed TV news videos that providing a “video” link in the main navigation bar has become a prominent news delivery strategy to indicate that the content is video based rather than primarily text based. Additionally, because of the volume of videos uploaded by news staff each day (Papper, 2010), from a content management strategy it may be more feasible to upload videos to play within a player page that remains static while the content rotates through the page rather than create a separate article page to hold each timely local TV news video.

While the video player pages were most frequently featured, the results of RQ1 and RQ2 presented in Chapter 5 suggested that the majority of hard news videos presented in this form contained timeliness and grounding features that answer questions like “who”, “what”, “where”, and “why” for the original broadcast yet offer little to no information related to the date or time of video page creation and original broadcast date or time. During the original broadcast on air no such contextualization is needed because the underlying logic on broadcast TV and the Internet are different. Certain concepts, like timeliness, need explicit anchors in place that enable the concept to maintain value when content is repurposed.

As this dissertation has shown, the logic of TV and the Internet are very different for certain core news values and concepts. Although terms like timeliness and immediacy are both about the concept of time, the terms, as defined specifically for each medium operate on different logics. For example, the phrases used to signal timeliness imply watching the video in the moment that it is live on television. By contrast, immediacy date stamps items on the internet to indicate the exact second of publication to the web. Both mediums, the TV and the Internet, are powerful platforms for disseminating content, yet dissemination requires nuanced attention to how the overarching logic and timely grammar of one medium transfers to another. Quinn (2005) addressed the need for journalists to learn how to use new technologies to promote knowledge, but in order to do so, they must be willing to learn and share what they know in order to create better content:

...information technology does not create knowledge. It cannot guarantee or even promote knowledge generation in a culture that rejects learning and sharing.

Information technology should be seen more as a storage system that permits knowledge exchange. (p. 162)

This project demonstrated that information technologies are commonly used to promote the exchange of knowledge in the form of hard news videos that were available online as on-demand content. This project also indicated that repurposed content contained a number of sharing features further designed to promote the exchange of knowledge beyond the website from which it originated. What is needed, is for the storage system features of information technologies to be utilized to contextualize the knowledge so that the content is available and accessible for a broader audience to share.

Online Videos as Content and Archive

In previous practice, the role of the journalist was separate from that of an archivist: person(s) in charge of maintaining indexed copies of television broadcasts that were then made available to the public. As broadcast news stories are repurposed and placed on a TV station's websites often by journalists themselves, attention must be paid to the archival affordances and implications of the new medium. In the online platform, repurposed broadcast stories have the potential to be both content and archival materials at the same moment. This realization can lead to an exploration of the nature and structure of online spaces as archives and as self-searchable, sharable platforms. For example, Figure 6.1 displays a screenshot of a news video player containing a repurposed news story of a woman who died in a house explosion; a story originally broadcast by KTRK-TV/DT in Houston, TX.

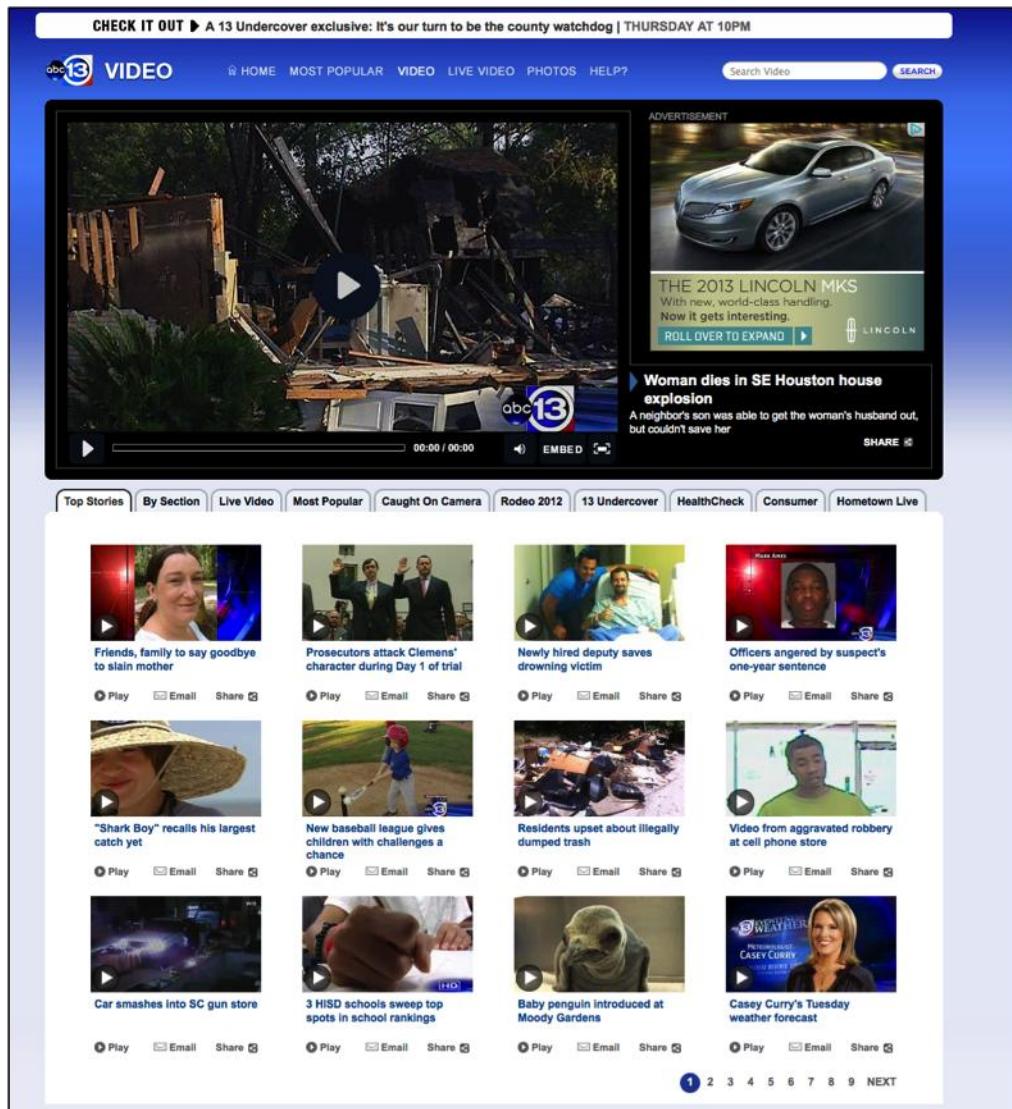


Figure 6.1 - Video player with "Woman dies in SE Houston house explosion"

The screenshot of the video player, as seen in Figure 6.1 displays a hard news story, a content interactivity link to share the video, and links to other video news stories from the same station. However, Figure 6.1 does not contain the date nor or the time the story originally aired. This screenshot was taken at 9:58 a.m. on April 24, 2012. However, while this is not apparent by looking at the screenshot, this video was originally located at 3:02

p.m. on October, 24, 2010. The exact date and time of the user’s discovery of this particular video is known because the content interactivity link was used at that time to email a link to the story. As such, the email date and time as a reference to when the video was found but does not indicate the date nor time of the original broadcast. While the email share button was used in 2010 to a link to the video, when it is watched years later, there is no indication of the date or time when the story originally aired nor when it was uploaded to the website.

Because of this, future research is needed regarding the use of websites as online archives. If, as found in this project, videos are poorly contextualized and are missing dates and times, future research studies should ask questions regarding what an online “video archive” of broadcast materials holds. In some cases the word “archive” implies a set of materials that are catalogued as a discrete group of objects that can be used together in order to form a distinct picture of a larger event. Library archives, for example, are used to group like objects together that are then tagged and categorized to facilitate ease of use by researchers. This in turn, affords researchers the ability to explore the documents contained in the library archives within the original timeframe in which the documents were created. Library archives do not contain each and every piece of information related to an event, but do use time to contextualize the information (Finnegan, 2006).

Similarly, while most news databases do not contain every piece of news (Weaver & Bimber, 2008), the information needs to be contextualized with the original broadcast dates and times to facilitate use of the archive. Comparisons to traditional library archives and online databases would afford journalists the opportunity to learn more in-depth strategies related to online platform dissemination and contextualization of content. All online content

needs to be fully contextualized with the affordances of the new medium in order to be seen as providing newsworthy knowledge even if the information contained within is created from hard news stories that lose value over time. Without temporal fixity, and the context of the original timeframe, web archives and video players remain a collection of various information from which it is difficult to contextualize and create knowledge. To reiterate, information is a collection of materials from which knowledge can be created. One of the primary responsibilities of all journalists is to arrange and contextualize information so as to present knowledge to the audience (Quinn, 2005).

As such, this project offered three contributions for media managers, mass communication researchers, and journalists who work with or study online content. First, building off current research techniques in mass communication, this project offered a methodological contribution to provide a way to study online multimedia content in context. Next, this project put forth a theoretical concept, temporal fixity, to contextualize medium-specific news values when they are repurposed in different mediums. Finally, this project outlined practical applications of the theoretical concept that can be implemented at the local and industry levels so as to provide solutions that address a current gap in how news is made and remade online. Together, these three contributions were built upon one another to explore how convergence changed broadcast journalism practices and subsequently the content that broadcast journalists create.

Future Research Suggestions

This project focused on the content created by journalists and offered an in-depth exploration of the nuances of news values offered by different media. The results of this project could be expanded upon by future research projects to provide an even greater understanding of the implications of repurposing video content online. Future research is needed to further explore how users make sense of repurposed hard news video content. The findings of this project suggest that usability studies would be beneficial to explore how users navigate through news content on local news websites. Currently, usability studies of online news websites have not been published in the major journals in the journalism field. While usability studies are frequently published in Technical Communication and Public Relations journals, Journalism studies generally focus on ethnographic research, survey studies, and content analyses to explore journalism concepts. Usability studies would offer insight into how users navigate the news websites. Additionally, the social media content interactivity results of this project indicate that usability studies regarding social media use are needed. This could be used to provide insight into concepts not covered in this project including credibility, transparency, and branding. From the content interactivity results outlined in this project, more information architecture research is needed to further explore the prevalence of what appears to be a general instability of what should be stable links to locations and content. Without link stability, it is difficult to return to the original content or even know what message was originally sent. Additionally, some repurposed content still remains inaccessible for an audience that uses screen readers to access content.

Closed Captioning availability was analyzed as part of this project in order to code every available instance associated with a video player in which a date or time for the original video may have been located. While this was not a specific point of focus, this study indicated a general lack of use of this functionality. Because a majority of the videos within this study were located using the “video” link and also contained only a small amount of textual information related to the video itself, media managers should consider paying greater attention to accessibility issues of online video materials in order to comply with ADA web standards. Future research studies could be used to explore the accessibility of additional content types like audio and video slideshows on news websites.

Chapter 3 outlined the benefits and limitations of several research techniques in order to propose a new screencapture research technique that is consistent with previous mass communication research techniques. Because a video archive of the data set for this project has been created, this process will be used again in a future research study to track changes in local news broadcast online publishing over time.

While in this study email links were coded to determine if links returned to the original location as seen within the screencast, the new locations were not fully coded to outline what specific information was or was not present. However, coders were asked to note large similarities or differences between the original location and the location the link took the coder. For example, if the original page was a video player and the link took the coder to an article page with the large video displayed as an embedded video this was coded as “same video, different page.” Future research related to fully coding the new link location will be conducted to identify how the content interactivity links function in relation to the

original content as it appears that the content interactivity links may not be a reliable means through which to save and share news stories. It was noted during coding that some of the email links listed within the main spreadsheet, rather than including a URL that stated the station identifier within the address instead stated service providers' URL addresses. For example, instead of an address like "myfoxlocationstation.com" for a local FOX station, emailthis.clickability.com or brightcove.com followed by a long binary string were frequently listed as the base of the hyperlink. Future research is needed regarding how local TV stations use external service providers as hosts for repurposed video content.

While content interactivity links were used to send email links, the contents of the emails that contained the links were not specifically examined nor coded to determine what is or is not presented within the emails other than the link to the local news video. While this data is archived, it was not within the scope of this study but will be addressed as a future research project. Three-fourths of the total video set offered sharing links for the social media sites Facebook, Twitter, and/or MySpace. These links were not examined in detail nor were they used to forward content via the social media sharing options. Because of the prevalence of social media sharing options, this research area will be examined in a future project to investigate how social media sites are used to share broadcast news repurposed online content and explore what the shared links look like when presented via social media sharing tools.

Limitations

Camtasia® was utilized as a research technique in this project to enable coders to view and code the same materials while retaining an archive of the video content in the

online context. The research technique, as outlined in Chapter 3, enabled granular coding of the repurposed content in the online context yet a few limitations need to be noted in relation to the screencapture software. Within the study, it was noted that five of the coded screencaptures failed to record the entire screencast even though the software indicated it was still recording. In these cases, the software automatically stopped recording after 30-seconds even though the recording tool indicated it was recording the file. This malfunction, while an infrequent occurrence, made those particular screencasts unusable as the entire repurposed video and screencast navigation procedure was needed for coding. In future research, it is recommended that each screencast be checked immediately after recording to verify the integrity of the file and to check for any damage or errors.

Once Camtasia® creates a screencast video file, the hyperlinks on the original web page are no longer able to be clicked and, as such, must be clicked by the recorder as s/he is creating the screencast. Because of this limitation, it is important to outline a screencast navigation procedure³⁴ that takes into account not only the capture of the entire web page upon which the content of interest resides, but also that any links of interest are clicked during the initial recording. For example, because content interactivity email links were an item of interest within this study, specific instructions were provided to recorders that the content interactivity links must be used during the screencast recording. This enabled the ability to confirm that emails were sent for each of the repurposed videos and to code whether or not the email links arrived in the inbox.

³⁴ See Appendix A

The screencapture research technique appeared to be a highly effective form of inquiry for a study of online broadcast news videos but requires an additional layer of attention to detail and extra time for training and recording of online spaces. For example, training for recorders and coders on the use of the screencapture software is needed before recording can begin. Additionally, future research is needed that would pair the use of the screencapture technique with screenshots to better account for content interactivity and social media sharing features in the new locations. For example, after the coders watched the screencasts and used the content interactivity links to return to the videos, it would have been beneficial to take a screenshot of the new location in order to fully explore the new locations rather than just code large similarities and differences. Because the videos have already been recorded in the initial screencast and are unlikely to be edited or changed after being uploaded (unlike text on the page which can be updated) screenshots would be a more effective secondary research technique than another screencapture of the email link locations. The screenshots could have then been named and saved accordingly and noted within the main spreadsheet as part of the larger, stable set of archived screencast and link materials. Researchers who wish to utilize this technique for future research should thoroughly pretest their coding sheets and purchase an additional external hard drive on which to store the recorded screencasts, as large amounts of hard drive space are required.

Conclusion

In closing, this project began with several overarching goals: to explore how convergence affected broadcast journalism content; to outline a research technique to capture online broadcast news videos; to examine how timeliness was represented in an online

environment shaped by immediacy; and to explore how content interactivity links like email features share repurposed content. This project has shown that, while repurposing content is a frequent activity, there is not a logical way to determine whether or not the content interactivity links will return to the original content. What does this mean when content is almost always repurposed but poorly contextualized within a new medium? It demonstrates that, as indicated in Chapter 2, while changes are occurring at the organizational levels and at the level of the broadcast journalists' daily tasks, the content itself had not yet been fully examined to explore how convergence has affected core TV news values. Indeed, while the benefits and challenges of publishing more content via multiple mediums has been explored from various perspectives, without additional exploration of the content, the hard news content will continue to be disassociated from "the defining characteristic of the nature of news" (Bell, 1991, p. 200) which is time.

Technology has afforded journalists a myriad of new opportunities to promote and publish content online. This project provided an overview of many of the new practices that have become standard operating procedures for digital media publishing and examined how the heavy imprint of traditional media forms and news values are not made clear within the new media platforms. The traditional media forms and values imported into a new medium may not be the best practice for the new platform. Some of the news values that were addressed in this project are not new or novel concepts but rather are core news values for all broadcast journalists. The issues related to timeliness and immediacy may be readily apparent to broadcast journalists and journalism researchers who also may not feel the need to contextualize old content in a new platform because it is always, in a sense "yesterday's

news.” Because of this, it is possible that studies like the one outlined in this dissertation are not present within journalism literature because the problems are too apparent to take time to remedy. Or perhaps the problems are so apparent that they are missed entirely. This perspective, however, ignores the pace at which the journalism industry and practices are changing. They are changing so rapidly that it is very possible that within 5-10 years there may be no substantial or contextual archive of the changes currently taking place to the content journalists produce because of convergence.

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APPENDICES

APPENDIX A – SCREENCAPTURE RECORDING TECHNIQUE

- 1) Begin within the Excel spreadsheet called “NewsstationsbyDMA”
- 2) Find the next News station link on the list that does not have the “News Video Page” column filled. This indicates a video has not yet been recorded.
- 3) Copy the “Main Website” link from the spreadsheet. Paste the link in Firefox window and make sure that the window is scrolled to the top of the page.
- 4) In the spreadsheet, copy the corresponding “Camtasia File Name” listed for the “Main Website” link that you have just pasted into the browser window.
- 5) Minimize the spreadsheet.
- 6) Maximize the Browser window that contains the Main Website link.
- 7) In Camtasia®, click “New Recording” and a small recording window will open up at the bottom of the screen. Configure the settings to match Figure A-1.



Figure A.1 - Camtasia Recording tool setup

Camtasia® should be recording a full screen picture and the “System Audio” button should be green. This means that the audio from the website will be recorded.

Click “Rec” on the recording window. The screencast will begin recording shortly.

Selecting the sample news video to record

- 8) On the News website main page look for the word “Video” within the main navigation menu.
 - a. If the word “Video” is listed, Click it and move to step 2.
 - b. If the word “Video” is not listed, then look for “News” or “Local News” and click it.
- 9) On the next screen, if a video player is loaded onto the screen, look to make sure that you are in a “local news” section.
 - a. If a list of news stories is displayed on the screen, look to find stories that include a “video included” phrase or an icon of a video camera.
- 10) Choose a video based upon the following criteria
 - a. Choose a local news video
 - b. Do not choose a “weather” “Sports” or “Entertainment” video
 - c. Do not choose a video that includes the words “Webcast” “Web Update” “Raw Video” or “Viewer Video” or phrases of this nature either within the title or summary (if available)
- 11) Click on a video to begin playback.

- a. Position the news video playing so that the entire video and video player can be seen on screen.
 - b. While the video is playing, leave the window static. Do not scroll up or down the screen.
 - c. Once the video is done playing, look to see if an “email” button or share button is associated with the video.
- 12) Click the email or share button and email a link to the story.
- a. Make the to and from email addresses: jmware@ncsu.edu
 - b. Paste the Camtasia® file name you copied earlier within the email “Subject” line and the text box line.
 - c. If there is a summary or closed caption button within the player, click them to enable us to see what (if any) information pops up.
- 13) Now we need a picture of the entire webpage: Scroll to the top of the page, count for 2 seconds, scroll down a screen length, count for 2 seconds. Continue this procedure until you are at the bottom of the screen. Now scroll back up and position the player or beginning of the story within the screen. Count for 2 seconds.
- 14) End the Camtasia® recording: Hit Command+Shift+2. Paste the “Camtasia File Name” you copied earlier into the popup window that asks for a file name.

- a. Open the browser window containing the gmail account. Click on the email that contains the link you just sent. Copy and paste that link into the spreadsheet within the “News Video Page” Column.
- 15) Begin the process again for the next identified sample in the spreadsheet.

APPENDIX B – SCREENCAPTURE MAIN SPREADSHEET

A	B	C	D	E	F	G
Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
1	1	Hawaii	Honolulu	72	KHNL	CBS
2	2	Georgia	Atlanta	8	WAGA	FOX
3	3	Hawaii	Honolulu	72	KHON	Fox
4	4	North Dakota	Fargo	120	WDAY	ABC
5	5	California	Los Angeles	2	KCBS	CBS
6	6	Ohio	Columbus	34	WCMH	NBC
7	7	Arizona	Phoenix	12	KNXV	ABC
8	8	Tennessee	Memphis	48	WREG	CBS
9	9	Maine	Portland	77	WCSH	NBC
10	10	Pennsylvania	Philadelphia	4	UNKNOWN	CBS
11	11	Iowa	Des Moines	73	WOI-DT	ABC
12	12	South Carolina	Columbia	78	WIS	NBC
13	13	Kentucky	Louisville	50	WDRB	FOX
14	14	Kansas	Wichita	68	KSAS	FOX
15	15	New York	New York City	1	WNBC	NBC
16	16	South Carolina	Columbia	78	WLTX	CBS
17	17	Mississippi	Jackson	90	WAPT	ABC
18	18	Alabama	Birmingham	40	WBMA	ABC
19	19	Colorado	Denver	17	KXRM	FOX
20	20	West Virginia	Charleston	64	WSAZ	NBC

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
21	21	Nebraska	Omaha	76	KMTV	CBS
22	22	Hawaii	Honolulu	72	KITV	ABC
23	23	Massachusetts	Boston	7	WBZ	CBS
24	24	Kentucky	Louisville	50	WHAS	ABC
25	25	Nevada	Las Vegas	42	KLAS	CBS
26	26	Illinois	Chicago	3	WFLD	FOX
27	27	Arkansas	Little Rock	56		CBS
28	28	North Dakota	Fargo	120		FOX
29	29	Idaho	Boise	113	KIVI	ABC
30	30	Oklahoma	Oklahoma City	45	KFOR	NBC
31	31	Missouri	Kansas City	31	KSHB	NBC
32	32	Tennessee	Memphis	48	WREG	CBS
33	33	South Carolina	Columbia	78	WOLO	ABC
34	34	Michigan	Detroit	11	WWJ	CBS
35	35	Utah	Salt Lake City	32	KSTU	FOX
36	36	Texas	Houston	10	KPRC	NBC
37	37	Massachusetts	Boston	7	WCVB	ABC
38	38	Oklahoma	Oklahoma City	45	KOKH	FOX
39	39	Virginia	Virginia Beach	43	WAVY	NBC
40	40	Delaware	Wilmington	132		CBS
41	41	California	Los Angeles	2	KCBS	CBS
42	42	Rhode Island	Providence	53	WLNE	ABC
43	43	Washington	Seattle	13	KING	NBC
44	44	New Jersey	Newark			CBS

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
45	45	Vermont	Burlington	95	WCAX	CBS
46	46	Georgia	Atlanta	8	WSB	ABC
47	47	Maryland	Baltimore	26	WMAR	ABC
		New Hampshire				
48	48	New Hampshire	Manchester	7	WBZT	CBS
49	49	Wisconsin	Milwaukee	35	WISN	ABC
50	50	Indiana	Indianapolis	27	WTHR	NBC
51	51	California	Los Angeles	2	KNBC	NBC
52	52	Alaska	Anchorage	150	KIMO	ABC
53	53	West Virginia	Charleston	64	WCHS	ABC
54	54	Delaware	Wilmington	132		CBS
55	55	Utah	Salt Lake City	32	KSTU	FOX
56	56	Massachusetts	Boston	7	WBZ	CBS
57	57	Montana	Billings	170	KTVQ	CBS
58	58	New Mexico	Albuquerque	46	KRQE	CBS
59	59	Alaska	Fairbanks	202	KFXF	Fox
		New Hampshire				
60	60	New Hampshire	Manchester	7	WNNE	NBC
61	61	Utah	Salt Lake City	32	KUTV	CBS
62	62	Delaware	Wilmington	132		NBC
63	63	Mississippi	Jackson	90	WLBT	NBC
64	64	Montana	Billings	170	KHMT	FOX
65	65	Florida	Jacksonville	49	WTEV	CBS
66	66	Louisiana	New Orleans	52	WWL	CBS
67	67	Oregon	Portland	22	KGW	NBC

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
68	68	New Jersey	Newark		WMGM	NBC
69	69	New Jersey	Newark			FOX
70	70	Oregon	Portland	22	KOIN	CBS
71	71	South Dakota	Sioux Falls	112	KDLT	NBC
72	72	Wyoming	Cheyenne	197	KCWY	NBC
73	73	Ohio	Columbus	34	WSYX	ABC
74	74	Delaware	Wilmington	132		ABC
75	75	South Dakota	Sioux Falls	112	KSFY	ABC
76	76	New York	New York City	1	WCBS	CBS
77	77	Michigan	Detroit	11	WJBK	FOX
78	78	Florida	Jacksonville	49	WTLV	NBC
79	79	Illinois	Chicago	3	WBBN	CBS
80	80	Nebraska	Omaha	76	WOWT	NBC
81	81	Hawaii	Honolulu	72	KHNL	NBC
82	82	Washington	Seattle	13	KOMO	ABC
83	83	Rhode Island	Providence	53	WJAR	NBC
84	84	Pennsylvania	Philadelphia	4	WTXF	FOX
85	85	South Dakota	Sioux Falls	112	KTWW	FOX
86	86	Maryland	Baltimore	26	WBAL	NBC
87	87	Mississippi	Jackson	90	WDBD	FOX
88	88	Delaware	Wilmington	132		FOX
89	89	Pennsylvania	Philadelphia	4	UNKNOWN	CBS
90	90	Oklahoma	Oklahoma City	45	KWTV	CBS
91	91	West Virginia	Charleston	64	WVAH	FOX
92	92	Maine	Portland	77	WGME	CBS

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
93	93	Utah	Salt Lake City	32	KUTV	CBS
94	94	Montana	Billings	170	KULR	NBC
95	95	Ohio	Columbus	34	WCMH	NBC
96	96	New York	New York City	1	WNBC	NBC
97	97	Connecticut	Hartford	30	WVIT	NBC
98	98	Colorado	Denver	17	KCNC	CBS
99	99	Maine	Portland	77	WCSH	NBC
100	100	Vermont	Burlington	95	WCAX	CBS
101	101	New York	New York City	1	WABC	ABC
102	102	Washington	Seattle	13	KIRO	CBS
103	103	Alabama	Birmingham	40	WVTM	FOX
104	104	Michigan	Detroit	11	WDIV	NBC
105	105	Iowa	Des Moines	73	WHO	NBC
106	106	Alabama	Birmingham	40	WIAT	CBS
107	107	Iowa	Des Moines	73	WOI-DT	ABC
108	108	Wisconsin	Milwaukee	35	WDJT	CBS
109	109	Maine	Portland	77	WGME	CBS
110	110	California	Los Angeles	2	KABC	ABC
111	111	Illinois	Chicago	3	WLS	ABC
112	112	Florida	Jacksonville	49	WJXX	ABC/NBC
113	113	Nebraska	Omaha	76	KPTM	FOX
114	114	South Carolina	Columbia	78	WACH	FOX
115	115	Florida	Jacksonville	49	WTEV	CBS
116	116	Pennsylvania	Philadelphia	4	WTXF	FOX

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
117	117	North Carolina	Charlotte	23	WCNC	NBC
118	118	New York	New York City	1	WCBS	CBS
119	119	Maryland	Baltimore	26	WJZ	CBS
120	120	New Hampshire	Manchester	7	WMUR	ABC
121	121	Rhode Island	Providence	53	WPRI	CBS
122	122	New Jersey	Newark			FOX
123	123	New Hampshire	Manchester	7	WBZT	CBS
124	124	Virginia	Virginia Beach	43	WAVY	NBC
125	125	Colorado	Denver	17	KXRM	FOX
126	126	Idaho	Boise	113	KBOI	CBS
127	127	Kansas	Wichita	68	KAKE	ABC
128	128	Vermont	Burlington	95	WPTZ	NBC
129	129	Indiana	Indianapolis	27	WISH	CBS
130	130	Illinois	Chicago	3	WBBN	CBS
131	131	Indiana	Indianapolis	27	WXIN	FOX
132	132	Arkansas	Little Rock	56	KATV	ABC
133	133	Massachusetts	Boston	7	WFXT	FOX
134	134	Maine	Portland	77	WPFO	FOX
135	135	Missouri	Kansas City	31	KCTV	CBS
136	136	Connecticut	Bridgeport			ABC
137	137	Illinois	Chicago	3	WFLD	FOX
138	138	Arizona	Phoenix	12	KNXV	ABC
139	139	Kansas	Wichita	68	KWCH	CBS

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
140	140	Iowa	Des Moines	73	KDSM	FOX
141	141	Michigan	Detroit	11	WDIV	NBC
142	142	Connecticut	Hartford	30	WFSB	CBS
143	143	Virginia	Virginia Beach	43	WVEC	ABC
144	144	Colorado	Denver	17	KJCT	ABC
145	145	Rhode Island	Providence	53		FOX
146	146	South Dakota	Sioux Falls	112	KELO	CBS
147	147	Ohio	Columbus	34		FOX
148	148	Vermont	Burlington	95	WPTZ	NBC
		New Hampshire				
149	149	Florida	Manchester	7	WMUR	ABC
150	150	Indiana	Jacksonville	49	WAWS	FOX
151	151	Nevada	Indianapolis	27	WRTV	ABC
152	152	North Carolina	Las Vegas	42	KTNV	ABC
153	153	Kansas	Charlotte	23	WCCB	FOX
154	154	Missouri	Wichita	68	KSAS	FOX
155	155	Tennessee	Kansas City	31	KMBC	ABC
156	156	Arkansas	Memphis	48	WPTY	ABC
157	157	Oklahoma	Little Rock	56	KARK	NBC
158	158	Montana	Oklahoma City	45	KOCO	ABC
159	159	Wyoming	Billings	170	KSVI	ABC
160	160	Pennsylvania	Cheyenne	197	KLWY	FOX
161	161	New Hampshire	Philadelphia	4	WPVI	ABC
162	162	New Hampshire	Manchester	7		FOX

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
163	163	Georgia	Atlanta	8	WAGA	FOX
164	164	Colorado	Denver	17	KJCT	ABC
165	165	Texas	Houston	10	KHOU	CBS
166	166	Colorado	Denver	17	KCNC	CBS
167	167	Wisconsin	Milwaukee	35	WDJT	CBS
168	168	Alabama	Birmingham	40	WIAT	CBS
169	169	Arizona	Phoenix	12	KPHO	CBS
170	170	Wisconsin	Milwaukee	35	WTMJ	NBC
171	171	Virginia	Virginia Beach	43	WTKR	CBS
172	172	Missouri	Kansas City	31	KCTV	CBS
173	173	Alaska	Fairbanks	202		CBS
174	174	Wisconsin	Milwaukee	35	WTMJ	NBC
175	175	Vermont	Burlington	95	WFFF	FOX
176	176	California	Los Angeles	2	KABC	ABC
177	177	Alabama	Birmingham	40	WBRC	NBC
178	178	Arizona	Phoenix	12	KPNX	NBC
179	179	Indiana	Indianapolis	27	WTHR	NBC
180	180	Iowa	Des Moines	73	WHO	NBC
181	181	California	Los Angeles	2	KKTV	FOX
182	182	Louisiana	New Orleans	52	WGNO	ABC
183	183	Minnesota	Minneapolis	15	KSTP	ABC
184	184	Wyoming	Cheyenne	197	KLWY	FOX
185	185	Vermont	Burlington	95	WVNY	ABC and FOX
186	186	Kentucky	Louisville	50	WLKY	CBS

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
187	187	Massachusetts	Boston	7	WHDH	NBC
188	188	Idaho	Boise	113	KBOI	CBS
189	189	New Mexico	Albuquerque	46	KOB	NBC
190	190	Tennessee	Memphis	48	WHBQ	FOX
191	191	Louisiana	New Orleans	52	WDSU	NBC
192	192	New Hampshire	Manchester	7		FOX
193	193	Vermont	Burlington	95	WVNY	ABC and FOX
194	194	Florida	Jacksonville	49	WAWS	FOX
195	195	North Dakota	Fargo	120	KVLY	CBS and NBC
196	196	West Virginia	Charleston	64	WOWK	CBS
197	197	Washington	Seattle	13	KCPQ	FOX
198	198	New Mexico	Albuquerque	46	KOB	NBC
199	199	West Virginia	Charleston	64	WSAZ	NBC
200	200	Missouri	Kansas City	31	WDAF	FOX
201	201	Nevada	Las Vegas	42	KSNV	NBC
202	202	Louisiana	New Orleans	52	WWL	CBS
203	203	Oregon	Portland	22	KATU	ABC
204	204	Rhode Island	Providence	53	WJAR	NBC
205	205	Louisiana	New Orleans	52	WVUE	FOX
206	206	North Carolina	Charlotte	23	WSOC	ABC
207	207	Alaska	Anchorage	150	KIMO	ABC
208	208	Ohio	Columbus	34	WSYX	ABC

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
209	209	South Dakota	Sioux Falls	112	KTTW	FOX
210	210	Rhode Island	Providence	53		FOX
211	211	Texas	Houston	10	KRIV	FOX
212	212	North Carolina	Charlotte	23	WSOC	ABC
213	213	Kansas	Wichita	68	KSN	NBC
214	214	New Mexico	Albuquerque	46	KASA	FOX sister station is krqe
215	215	Massachusetts	Boston	7	WHDH	NBC
216	216	Idaho	Boise	113	KTVB	NBC
217	217	Connecticut	Hartford	30	WVIT	NBC
218	218	North Dakota	Fargo	120	WDAY	ABC
219	219	California	Los Angeles	2	KNBC	NBC
220	220	Georgia	Atlanta	8	WXIA	NBC
221	221	Utah	Salt Lake City	32	KSL	NBC
222	222	Wyoming	Cheyenne	197	KCWY	NBC
223	223	Rhode Island	Providence	53	WLNE	ABC
224	224	Hawaii	Honolulu	72	KHON	Fox
225	225	Maryland	Baltimore	26	WJZ	CBS
226	226	Massachusetts	Boston	7	WFXT	FOX
227	227	Alabama	Birmingham	40	WBRC	NBC
228	228	Iowa	Des Moines	73	KDSM	FOX
229	229	New Mexico	Albuquerque	46	KASA	FOX sister station is krqe

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
230	230	Ohio	Columbus	34	WBNS	CBS
231	231	Wisconsin	Milwaukee	35	WITI	FOX
232	232	Minnesota	Minneapolis	15	KMSP	FOX
233	233	Virginia	Virginia Beach	43	WVEC	ABC
234	234	Maryland	Baltimore	26	WMAR	ABC
235	235	Utah	Salt Lake City	32	KTVX	ABC
		South Carolina				
236	236	New York	Columbia	78	WOLO	ABC
237	237	North Carolina	New York City	1	WNYW	FOX
238	238	Maryland	Charlotte	23	WCCB	FOX
239	239	Nebraska	Baltimore	26	WBFF	FOX
240	240	Oregon	Omaha	76	WOWT	NBC
241	241	Nevada	Portland	22	KOIN	CBS
242	242	Arkansas	Las Vegas	42	KSNTV	NBC
243	243	Nebraska	Omaha	76	KMTV	CBS
244	244	Arkansas	Little Rock	56	KATV	ABC
245	245	Minnesota	Minneapolis	15	KSTP	ABC
246	246	Indiana	Indianapolis	27	WISH	CBS
247	247	Mississippi	Little Rock	56		CBS
248	248	Connecticut	Hartford	30	WFSSB	CBS
249	249	Tennessee	Jackson	90	WAPT	ABC
250	250	Ohio	Columbus	34	WBNS	CBS
251	251	Arizona	Memphis	48	WMC	NBC
252	252	New Jersey	Phoenix	12	KSAZ	FOX
253	253		Newark			ABC

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
254	254	Tennessee	Memphis	48	WMC	NBC
255	255	Kansas	Wichita	68	KAKE	ABC
256	256	Indiana	Indianapolis	27	WRTV	ABC
257	257	South Dakota	Sioux Falls	112	KSFY	ABC
258	258	Oregon	Portland	22	KATU	ABC
259	259	Arizona	Phoenix	12	KPNX	NBC
260	260	Wyoming	Cheyenne	197	KGWN	CBS
261	261	Texas	Houston	10	KTRK	ABC
262	262	Washington	Seattle	13	KIRO	CBS
263	263	Minnesota	Minneapolis	15	WCCO	CBS
264	264	Montana	Billings	170	KULR	NBC
265	265	Maine	Portland	22	WPFO	FOX
266	266	Oregon	Portland	22	KGW	NBC
267		Alabama	Birmingham	40	WVTM	FOX
268		Alabama	Birmingham	40	WBMA	ABC
269		Alaska	Fairbanks	202	KFXF	Fox
270		Alaska	Fairbanks	202		NBC
271		Alaska	Fairbanks	202		CBS
272		Alaska	Fairbanks	202		NBC
273		Arizona	Phoenix	12	KSAZ	FOX
274		Arizona	Phoenix	12	KPHO	CBS
275		Arkansas	Little Rock	56	KARK	NBC
276		Arkansas	Little Rock	56	KLRT	FOX
277		Arkansas	Little Rock	56	KLRT	FOX
278		California	Los Angeles	2	KTIV	FOX

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
279		Colorado	Denver		KUSA	NBC
280		Colorado	Denver		KUSA	NBC
281		Connecticut	Hartford	30	WTIC	FOX
282		Connecticut	Hartford	30	WTIC	FOX
283		Connecticut	Bridgeport			ABC
284		Delaware	Wilmington	132		FOX
285		Delaware	Wilmington	132		ABC
286		Delaware	Wilmington	132		NBC
287		Florida	Jacksonville	49	WJXX	ABC/NBC
288		Florida	Jacksonville	49	WTLV	NBC
289		Georgia	Atlanta	8	WXIA	NBC
290		Georgia	Atlanta	8	WSB	ABC
291		Georgia	Atlanta	8	WGCL	CBS
292		Georgia	Atlanta	8	WGCL	CBS
293		Hawaii	Honolulu	72	KITV	ABC
294		Hawaii	Honolulu	72	KHNL	NBC
295		Hawaii	Honolulu	72	KHNL	CBS
296		Idaho	Boise	113	KIVI	ABC
297		Idaho	Boise	113	KTVB	NBC
298		Idaho	Boise	113	KTRV	FOX
299		Idaho	Boise	113	KTRV	FOX
300		Illinois	Chicago	3	WLS	ABC
301		Illinois	Chicago	3	WMAQ	NBC
302		Illinois	Chicago	3	WMAQ	NBC
303		Indiana	Indianapolis	27	WXIN	FOX

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
304		Iowa	Des Moines	73	KCCI	CBS
305		Iowa	Des Moines	73	KCCI	CBS
306		Kansas	Wichita	68	KSN	NBC
307		Kansas	Wichita		KWCH	CBS
308		Kentucky	Louisville	50	WHAS	ABC
309		Kentucky	Louisville	50	WAVE	NBC
310		Kentucky	Louisville	50	WAVE	NBC
311		Kentucky	Louisville	50	WLKY	CBS
312		Kentucky	Louisville	50	WDRB	FOX
313		Louisiana	New Orleans	52	WGNO	ABC
314		Louisiana	New Orleans	52	WDSU	NBC
315		Louisiana	New Orleans	52	WVUE	FOX
316		Maine	Portland	77	WMTW	ABC
317		Maine	Portland	77	WMTW	ABC
318		Maryland	Baltimore	26	WBAL	NBC
319		Maryland	Baltimore	26	WBFF	FOX
320		Massachusetts	Boston	7	WCVB	ABC
321		Michigan	Detroit	11	WWJ	CBS
322		Michigan	Detroit	11	WXYZ	ABC
323		Michigan	Detroit	11	WXYZ	ABC
324		Michigan	Detroit	11	WJBK	FOX
325		Minnesota	Minneapolis	15	KMSP	FOX
326		Minnesota	Minneapolis	15	KARE	NBC
327		Minnesota	Minneapolis	15	KARE	NBC
328		Minnesota	Minneapolis	15	WCCO	CBS

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
329		Mississippi	Jackson	90	WLBT	NBC
330		Mississippi	Jackson	90	WDBD	FOX
331		Mississippi	Jackson	90	WJTV	CBS
332		Mississippi	Jackson	90	WJTV	CBS
333		Missouri	Kansas City	31	KSHB	NBC
334		Missouri	Kansas City	31	KMBC	ABC
335		Missouri	Kansas City	31	WDAF	FOX
336		Montana	Billings	170	KSVI	ABC
337		Montana	Billings	170	KHMT	FOX
338		Montana	Billings	170	KTVQ	CBS
339		Nebraska	Omaha	76	KETV	ABC
340		Nebraska	Omaha	76	KETV	ABC
341		Nebraska	Omaha	76	KPTM	FOX
342		Nevada	Las Vegas	42	KVVU	FOX
343		Nevada	Las Vegas	42	KVVU	FOX
344		Nevada	Las Vegas	42	KTNV	ABC
345		Nevada	Las Vegas	42	KLAS	CBS
346		New Hampshire	Manchester	7	WNNE	NBC
347		New Jersey	Newark			ABC
348		New Jersey	Newark		WMGM	NBC
349		New Jersey	Newark			CBS
350		New Mexico	Albuquerque	46	KOAT	ABC
351		New Mexico	Albuquerque	46	KOAT	ABC
352		New Mexico	Albuquerque	46	KRQE	CBS

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
353		New York	New York City	1	WABC	ABC
354		New York	New York City	1	WNYW	FOX
355		North Carolina	Charlotte	23	WBTV	CBS
356		North Carolina	Charlotte	23	WBTV	CBS
357		North Carolina	Charlotte	23	WCNC	NBC
358		North Dakota	Fargo	120	KVLY	CBS and NBC
359		North Dakota	Fargo	120		FOX
360		North Dakota	Fargo	120		NBC
361		North Dakota	Fargo	120		NBC
362		Ohio	Columbus	34		FOX
363		Oklahoma	Oklahoma City	45	KWTV	CBS
364		Oklahoma	Oklahoma City	45	KFOR	NBC
365		Oklahoma	Oklahoma City	45	KOCO	ABC
366		Oklahoma	Oklahoma City	45	KOKH	FOX
367		Oregon	Portland	22	KPTV	FOX
368		Oregon	Portland	22	KPTV	FOX
369		Pennsylvania	Philadelphia	4	WPVI	ABC
370		Pennsylvania	Philadelphia	4	UNKNOWN	NBC
371		Pennsylvania	Philadelphia	4	UNKNOWN	NBC
372		Rhode Island	Providence	53	WPRI	CBS
373		South Carolina	Columbia	78	WIS	NBC
374		South Carolina	Columbia	78	WACH	FOX

Reference	Random Number Generator 2010 Sample Selection number	State	City Market	DMA	Station	Network
375		South Carolina	Columbia	78	WLTX	CBS
376		South Dakota	Sioux Falls	112	KDLT	NBC
377		South Dakota	Sioux Falls	112	KELO	CBS
378		Tennessee	Memphis	48	WPTY	ABC
379		Tennessee	Memphis	48	WHBQ	FOX
380		Texas	Houston	10	KTRK	ABC
381		Texas	Houston	10	KPRC	NBC
382		Texas	Houston	10	KHOU	CBS
383		Texas	Houston	10	KRIV	FOX
384		Utah	Salt Lake City	32	KTVX	ABC
385		Utah	Salt Lake City	32	KSL	NBC
386		Vermont	Burlington	95	WFFF	FOX
387		Virginia	Virginia Beach	43	WTKR	CBS
388		Virginia	Virginia Beach	43		FOX
389		Virginia	Virginia Beach	43		FOX
390		Washington	Seattle	13	KOMO	ABC
391		Washington	Seattle	13	KING	NBC
392		Washington	Seattle	13	KCPQ	FOX
393		West Virginia	Charleston	64	WCHS	ABC
394		West Virginia	Charleston	64	WOWK	CBS
395		West Virginia	Charleston	64	WVAH	FOX
396		Wisconsin	Milwaukee	35	WITI	FOX
397		Wisconsin	Milwaukee	35	WISN	ABC
398		Wyoming	Cheyenne	197	KTWO	ABC

399		Wyoming	Cheyenne	197	KTWO	ABC
400		Wyoming	Cheyenne	197	KGWN	CBS

Reference	Local Channel	Main Website	Camtastia Screencast Name
1		partnered with NBC	no file created
2	5	http://www.myfoxatlanta.com/	83 Georgia FOX
3	2	http://www.khon2.com/default.aspx	87 Hawaii FOX
4	6	http://www.wday.com/	267 North Dakota ABC
5	2 and 9	http://losangeles.cbslocal.com/	55 California CBS
6	4	http://www.nbc4i.com/	275 Ohio NBC
7	15	http://www.abc15.com/	26 Arizona ABC
8	3	http://www.wreg.com/	331 Tennessee CBS
9	6	http://www.wcsh6.com/	149 Maine NBC
10	3	http://philadelphia.cbslocal.com/	300 Pennsylvania CBS
11	5	http://www.woi-tv.com/	115 Iowa ABC
12	10	http://www.wistv.com/	314 South Carolina NBC
13	41	http://www.fox41.com/	136 Kentucky FOX
14		Partnered with CBS	no File collected
15	4	http://www.nbcnewyork.com/	255 New York NBC
16	19	http://www.wltx.com/	316 South Carolina CBS

Reference	Local Channel	Main Website	Camtastia Screencast Name
17	16	http://www.wapt.com/index.html	187 Mississippi ABC
18	33/40	http://www.abc3340.com/	5 Alabama ABC
19	21	http://www.coloradoconnection.com/	63 Colorado Fox
20	3	http://www.wsaz.com/	377 West Virginia NBC
21	3	http://www.kmtv.com/	210 Nebraska CBS
22	4	http://www.kitv.com/index.html	86 Hawaii ABC
23	38	http://wbztv.com/	169 Massachusetts CBS
24	11	http://www.whas11.com/	131 Kentucky ABC
25	8	http://www.8newsnow.com/	225 Nevada CBS
26	32	http://www.myfoxchicago.com/	106 Illinois FOX
27	no station listed in state		
28		NO FOX AFFILIATE IN NORTH DAKOTA	271 North Dakota FOX
29	6	http://www.kivtv.com/	92 Idaho ABC
30	4	http://www.kfor.com/	283 Oklahoma NBC
31	41	http://www.nbcactionnews.com/	197 Missouri NBC
32	3	http://www.wreg.com/	332 Tennessee CBS
33	25	http://wolo.com/	312 South Carolina ABC
34	44	http://wwjtv.com/	170 Michigan CBS
35	13	http://www.fox13now.com/	350 Utah FOX
36	2	http://www.click2houston.com/index.html	337 Texas NBC
37	5	http://www.thebostonchannel.com/index.html	163 Massachusetts ABC
38	25	http://www.okcfox.com/	286 Oklahoma FOX
39	10	http://www.wavy.com/	362 Virginia NBC
40		No Local Stations In Delaware	No local Stations
41	2 and 9	http://losangeles.cbslocal.com/	56 California CBS
42	6	http://ww.abc6.com/	304 Rhode Island ABC
43	5	http://www.king5.com/	369 Washington NBC

Reference	Local Channel	Main Website	Camtastia Screencast Name
44		New York Station covers this area	239 New Jersey CBS
45	3	http://www.wcax.com/	355 Vermont CBS
46	2	http://www.wsbtv.com/index.html	80 Georgia ABC
47	2	http://www.abc2news.com/	161 Maryland ABC
48	38	http://wbztv.com/newhampshire	230 New Hampshire CBS
49	12	http://www.wisn.com/index.html	384 Wisconsin ABC
50	13	http://www.wthr.com/	111 Indiana NBC
51	4	http://www.nbclosangeles.com/station	53 California NBC
52	13	http://www.aksuperstation.com/	18 Alaska ABC
53	8	http://www.wchstv.com/	376 West Virginia ABC
54		No Local Stations In Delaware	No local Stations
55	13	http://www.fox13now.com/	349 Utah FOX
56	38	http://wbztv.com/	168 Massachusetts CBS
57	2	http://www.ktvq.com/home/	208 Montana CBS
58	13	http://www.krqe.com/	247 New Mexico CBS
59	7	http://www.myfoxfairbanks.com/	22 Alaska Fox
60	31	http://www.wptz.com/wnne/index.html	229 New Hampshire NBC
61	2	http://connect2utah.com/	347 Utah CBS
62		No Local Stations In Delaware	
63	3	http://www.wlbt.com/	189 Mississippi NBC
64		http://yourbigsky.com/	207 Montana FOX
65	47	http://www.actionnewsjax.com/default.aspx	73 Florida CBS
66	4	http://www.wwltv.com/	143 Louisiana CBS
67	8	http://www.kgw.com/	291 Oregon NBC
68	40	http://www.nbc40.net/	237 New Jersey NBC
69		New York Station covers this area	240 New Jersey FOX
70	6	http://www.koinlocal6.com/default.aspx	292 Oregon CBS

Reference	Local Channel	Main Website	Camtastia Screencast Name
71	5.1 and 46.1	http://www.kdlt.com/	322 South Dakota NBC
72	13	http://www.kcwy13.com/	393 Wyoming NBC
73	6	http://www.abc6onyourside.com/	273 Ohio ABC
74		No Local Stations In Delaware	No local Stations
75	13	http://www.ksfy.com/	320 South Dakota ABC
76	2	http://newyork.cbslocal.com/	252 New York CBS
77	2	http://www.myfoxdetroit.com/	176 Michigan FOX
78		partnered with firstcoastnews 25	
79	2	http://cbs2chicago.com/	100 Illinois CBS
80	6	http://www.wowt.com/	214 Nebraska NBC
81	with cbs	http://www.hawaiinewsnow.com/	89 Hawaii NBC
82	4	http://www.komonews.com/	367 Washington ABC
83	10	http://www2.turnto10.com/	306 Rhode Island NBC
84	29	http://www.myfoxphilly.com/	302 Pennsylvania FOX
85	7	http://www.kttw.com/	325 South Dakota FOX
86	11	http://www.wbaltv.com/index.html	157 Maryland NBC
87	40	http://www.my601.com/default.aspx	190 Mississippi FOX
88		No Local Stations In Delaware	No local Stations
89	3	http://philadelphia.cbslocal.com/	301 Pennsylvania CBS
90	9	http://www.news9.com/	280 Oklahoma CBS
91	11	http://www.wvah.com/	381 West Virginia FOX
92	13	http://www.wgme.com/	150 Maine CBS
93	2	http://connect2utah.com/	348 Utah CBS
94	8	http://www.kulr8.com/	204 Montana NBC
95	4	http://www2.nbc4i.com/	274 Ohio NBC
96	4	http://www.nbcnewyork.com/	254 New York NBC
97	30	http://www.nbcconnecticut.com/	69 Connecticut NBC
98	4	http://cbs4denver.com/	57 Colorado CBS

Reference	Local Channel	Main Website	Camtastia Screencast Name
99	6	http://www.wcsh6.com/	148 Maine NBC
100	3	http://www.wcax.com/	356 Vermont CBS
101	7	http://abclocal.go.com/wabc/index	250 New York ABC
102	7	http://www.kirotv.com/index.html	372 Washington CBS
103	13	http://www.myfoxal.com/	14 Alabama FOX
104	4	http://www.clickondetroit.com/index.html	172 Michigan NBC
105	13	http://www.whotv.com/	117 Iowa NBC
106	42	http://www.cbs42.com/default.aspx	2 Alabama CBS
107	5	http://www.woi-tv.com/	116 Iowa ABC
108	58	http://www.cbs58.com/	388 Wisconsin CBS
109	13	http://www.wgme.com/	151 Maine CBS
110	7	http://abclocal.go.com/kabc/index	50 California ABC
111	7	http://abclocal.go.com/wls/index	101 Illinois ABC
112	25	http://www.firstcoastnews.com/	71 Florida ABC/NBC
113	42	http://www.kptm.com/	217 Nebraska FOX
114	57.1	http://www.midlandsconnect.com/	317 South Carolina FOX
115	47	http://www.actionnewsjax.com/default.aspx	74 Florida CBS
116	29	http://www.myfoxphilly.com/	303 Pennsylvania FOX
117	36	http://www.wcnc.com/	262 North Carolina NBC
118	2	http://newyork.cbslocal.com/	253 New York CBS
119	13	http://wjz.com/	154 Maryland CBS
120	9	http://www.wmur.com/index.html	227 New Hampshire ABC
121	12	http://www.wpri.com/	308 Rhode Island CBS
122		New York Station covers this area	241 New Jersey FOX
123	38	http://wbztv.com/newhampshire	231 New Hampshire CBS
124	10	http://www.wavy.com/	361 Virginia NBC

Reference	Local Channel	Main Website	Camtastia Screencast Name
125	21	http://www.coloradoconnection.com/	64 Colorado Fox
126	2	http://www.kboi2.com/	97 Idaho CBS
127	10	http://www.kake.com/	129 Kansas ABC
128	5	http://www.wptz.com/index.html	358 Vermont NBC
129	8	http://www.wishtv.com/	113 Indiana CBS
130	2	http://cbs2chicago.com/	99 Illinois CBS
131	59	http://www.fox59.com/	108 Indiana FOX
132	7	http://www.katv.com/	41 Arkansas ABC
133	25	http://www.myfoxboston.com/	167 Massachusetts FOX
134	23	http://www.myfoxmaine.com/	152 Maine FOX
135	5	http://www.kctv5.com/index.html	195 Missouri CBS
136	no local ABC station/or not currently working		NO ABC STATION
137	32	http://www.myfoxchicago.com/	105 Illinois FOX
138	15	http://www.abc15.com/	25 Arizona ABC
139	12	http://www.kwch.com/	125 Kansas CBS
140	17	http://www.kdsm17.com/	119 Iowa FOX
141	4	http://www.clickondetroit.com/index.html	173 Michigan NBC
142	3	http://www.wfsb.com/index.html	66 Connecticut CBS
143	13	http://www.wvec.com/	365 Virginia ABC
144	8	http://www.kjct8.com/index.html	62 Colorado ABC
145	no channel	No Fox affiliates in Rhode Island	311 Rhode Island FOX
146	unknown	http://www.keloland.com/	324 South Dakota CBS
147	28	http://www.myfox28columbus.com/	278 Ohio FOX
148	5	http://www.wptz.com/index.html	357 Vermont NBC
149	9	http://www.wmur.com/index.html	226 New Hampshire ABC
150	30	http://www.fox30jax.com/news/default.aspx	75 Florida FOX
151	6	http://www.theindychannel.com/index.html	110 Indiana ABC

Reference	Local Channel	Main Website	Camtastia Screencast Name
152	13	http://www.ktnv.com/	220 Nevada ABC
153		http://www.foxcharlotte.com/	265 North Carolina FOX
154	partnered with CBS	http://www.foxfordansas.com/default.aspx	127 Kansas FOX
155	9	http://www.kmbc.com/index.html	199 Missouri ABC
156	24	http://www.myeyewitnessnews.com/default.aspx	328 Tennessee ABC
157	4	http://arkansasmatters.com/	46 Arkansas NBC
158	5	http://www.koco.com/index.html	284 Oklahoma ABC
159	6	http://www.kfbb.com/	203 Montana ABC
160	27	No Website available	396 Wyoming FOX
161	6	http://abclocal.go.com/wpvi/index	296 Pennsylvania ABC
162		no station listed	232 New Hampshire FOX
163	5	http://www.myfoxatlanta.com/	84 Georgia FOX
164	8	http://www.kjct8.com/index.html	61 Colorado ABC
165	11	http://www.khou.com/	340 Texas CBS
166	4	http://cbs4denver.com/	58 Colorado CBS
167	58	http://www.cbs58.com/	389 Wisconsin CBS
168	42	http://www.cbs42.com/default.aspx	1 Alabama CBS
169	5	http://www.kpho.com/index.html	38 Arizona CBS
170	4	http://www.todaystmj4.com/	386 Wisconsin NBC
171	3	http://www.wtkr.com/	360 Virginia CBS
172	5	http://www.kctv5.com/index.html	194 Missouri CBS
173		no station listed	no file created
174	4	http://www.todaystmj4.com/	387 Wisconsin NBC
175	44	http://www.fox44now.com/	354 Vermont ABC and FOX
176	7	http://abclocal.go.com/kabc/index	49 California ABC
177	6	http://www2.nbc13.com/	9 Alabama NBC

Reference	Local Channel	Main Website	Camtastia Screencast Name
178	12	http://www.azcentral.com/12news/	30 Arizona NBC
179	13	http://www.wthr.com/	112 Indiana NBC
180	13	http://www.whotv.com/	118 Iowa NBC
181	11	http://www.myfoxla.com/	51 California Fox
182	26	http://www.abc26.com/	138 Louisiana ABC
183	5	http://www.kstp.com/index.shtml	181 Minnesota ABC
184	27	No Website available	397 Wyoming FOX
185	22 and 44	http://www.abc22.com/	351 Vermont ABC and FOX
186	32	http://www.wlky.com/index.html	135 Kentucky CBS
187	7	http://www1.whdh.com/	165 Massachusetts NBC
188	2	http://www.kboi2.com/	98 Idaho CBS
189	4	http://www.kob.com/index.shtml	244 New Mexico NBC
190	13	http://www.myfoxmemphis.com/	334 Tennessee FOX
191	6	http://www.wdsu.com/index.html	141 Louisiana NBC
192		no station listed	233 New Hampshire FOX
193	22 and 44	http://www.abc22.com/	352 Vermont ABC and FOX
194	30	http://www.fox30jax.com/news/default.aspx	76 Florida FOX
195	4 and 11	http://www.valleynewslive.tv/#tvg	268 North Dakota CBS and NBC
196	13	http://wowktv.com/	379 West Virginia CBS
197	13	http://www.q13fox.com/	373 Washington FOX
198	4	http://www.kob.com/index.shtml	245 New Mexico NBC
199	3	http://www.wsaz.com/	378 West Virginia NBC
200	4	http://www.fox4kc.com/	201 Missouri FOX
201	3	http://www.mynews3.com/index.php	223 Nevada NBC
202	4	http://www.wwltv.com/	142 Louisiana CBS

Reference	Local Channel	Main Website	Camtastia Screencast Name
203	2	http://www.katu.com/	288 Oregon ABC
204	10	http://www2.turnto10.com/	307 Rhode Island NBC
205	8	http://www.fox8live.com/default.aspx	145 Louisiana FOX
206	9	http://www.wsoctv.com/index.html	261 North Carolina ABC
207	13	http://www.aksuperstation.com/	17 Alaska ABC
208	6	http://www.abc6onyourside.com/	272 Ohio ABC
209	7	http://www.kttw.com/	326 South Dakota FOX
210	no channel	No Fox affiliates in Rhode Island	310 Rhode Island FOX
211	26	http://www.myfoxhouston.com/	341 Texas FOX
212	9	http://www.wsoctv.com/index.html	260 North Carolina ABC
213	3	http://www.ksn.com/default.aspx	123 Kansas NBC
214	2	http://www.kasa.com/	248 New Mexico FOX
215	7	http://www1.whdh.com/	164 Massachusetts NBC
216	7	http://www.ktvb.com/news	93 Idaho NBC
217	30	http://www.nbccconnecticut.com/	70 Connecticut NBC
218	6	http://www.wday.com/	266 North Dakota ABC
219	4	http://www.nbclosangeles.com/station	54 California NBC
220	7	http://www.11alive.com/	77 Georgia NBC
221	5	http://www.ksl.com/	346 Utah NBC
222	13	http://www.kcwy13.com/	392 Wyoming NBC
223	6	http://www.abc6.com/	305 Rhode Island ABC
224	2	http://www.khon2.com/default.aspx	88 Hawaii FOX
225	13	http://wjz.com/	155 Maryland CBS
226	25	http://www.myfoxboston.com/	166 Massachusetts FOX
227	6	http://www2.nbc13.com/	10 Alabama NBC
228	17	http://www.kdsm17.com/	120 Iowa FOX

Reference	Local Channel	Main Website	Camtastia Screencast Name
229	2	http://www.kasa.com/	249 New Mexico FOX
230	10	http://www.10tv.com/live/content/index.html	276 Ohio CBS
231	6	http://www.fox6now.com/	382 Wisconsin FOX
232	9	http://www.myfoxtwincities.com/	178 Minnesota FOX
233	13	http://www.wvec.com/	366 Virginia ABC
234	2	http://www.abc2news.com/	160 Maryland ABC
235	4	http://www.abc4.com/default.aspx	343 Utah ABC
236	25	http://wolo.com/	313 South Carolina ABC
237	5	http://www.myfoxny.com/	256 New York FOX
238		http://www.foxcharlotte.com/	264 North Carolina FOX
239	45	http://www.foxbaltimore.com/newsroom	159 Maryland FOX
240	6	http://www.wowt.com/	215 Nebraska NBC
241	6	http://www.koinlocal6.com/default.aspx	293 Oregon CBS
242	3	http://www.mynews3.com/index.php	222 Nevada NBC
243	3	http://www.kmtv.com/	211 Nebraska CBS
244	7	http://www.katv.com/	42 Arkansas ABC
245	5	http://www.kstp.com/index.shtml	180 Minnesota ABC
246	8	http://www.wishtv.com/	114 Indiana CBS
247	no station listed in state		
248	3	http://www.wfsb.com/index.html	65 Connecticut CBS
249	16	http://www.wapt.com/index.html	186 Mississippi ABC
250	10	http://www.10tv.com/live/content/index.html	277 Ohio CBS
251	5	http://www.wmctv.com/	329 Tennessee NBC
252	10	http://www.myfoxphoenix.com/	34 Arizona FOX
253		New York Station covers this area	234 New Jersey ABC
254	5	http://www.wmctv.com/	330 Tennessee NBC
255	10	http://www.kake.com/	128 Kansas ABC

Reference	Local Channel	Main Website	Camtastia Screencast Name
256	6	http://www.theindychannel.com/index.html	109 Indiana ABC
257	13	http://www.ksfy.com/	319 South Dakota ABC
258	2	http://www.katu.com/	289 Oregon ABC
259	12	http://www.azcentral.com/12news/	29 Arizona NBC
260	5	http://www.kgwn.tv/	395 Wyoming CBS
261	13	http://abclocal.go.com/ktrk/index	335 Texas ABC
262	7	http://www.kirotv.com/index.html	371 Washington CBS
263	4	http://wcco.com/	185 Minnesota CBS
264	8	http://www.kulr8.com/	205 Montana NBC
265	23	http://www.myfoxmaine.com/	153 Maine FOX
266	8	http://www.kgw.com/	290 Oregon NBC
267	13	http://www.myfoxal.com/	13 Alabama FOX
268	33/40	http://www.abc3340.com/	6 Alabama ABC
269	7	http://www.myfoxfairbanks.com/	21 Alaska FOX
270		no station listed	no file created
271		no station listed	no file created
272		no station listed	no file created
273	10	http://www.myfoxphoenix.com/	33 Arizona FOX
274	5	http://www.kpho.com/index.html	37 Arizona CBS
275	4	http://arkansasmatters.com/	45 Arkansas NBC
276	16	http://www.fox16.com/default.aspx	47 Arkansas FOX
277	16	http://www.fox16.com/default.aspx	48 Arkansas Fox
278	11	http://www.myfoxla.com/	52 California FOX
279	9	http://www.9news.com/	59 Colorado NBC
280	9	http://www.9news.com/	60 Colorado NBC
281	61	http://www.ctnow.com/	67 Connecticut Fox
282	61	http://www.ctnow.com/	68 Connecticut Fox
283		no local ABC station	NO ABC STATION
284		No Local Stations In Delaware	No local Stations

Reference	Local Channel	Main Website	Camtastia Screencast Name
285		No Local Stations In Delaware	No local Stations
286		No Local Stations In Delaware	No local Stations
287	25	http://www.firstcoastnews.com/	72 Florida ABC/NBC
288		partnered with firstcoastnews 25	
289	7	http://www.11alive.com/	78 Georgia NBC
290	2	http://www.wsbtv.com/index.html	79 Georgia ABC
291		http://www.cbsatlanta.com/index.html	81 Georgia CBS
292		http://www.cbsatlanta.com/index.html	82 Georgia CBS
293	4	http://www.kitv.com/index.html	85 Hawaii ABC
294	with cbs	http://www.hawaiinewsnow.com/	90 Hawaii NBC
295		partnered with NBC	no file created
296	6	http://www.kivtv.com/	91 Idaho ABC
297	7	http://www.ktvb.com/news	94 Idaho NBC
298	12	http://www.fox12idaho.com/	95 Idaho Fox
299	12	http://www.fox12idaho.com/	96 Idaho Fox
300	7	http://abclocal.go.com/wls/index	102 Illinois ABC
301	5	http://www.nbcchicago.com/	103 Illinois NBC
302	5	http://www.nbcchicago.com/	104 Illinois NBC
303	59	http://www.fox59.com/	107 Indiana FOX
304	8	http://www.kcci.com/index.html	121 Iowa CBS
305	8	http://www.kcci.com/index.html	122 Iowa CBS
306	3	http://www.ksn.com/default.aspx	124 Kansas NBC
307	12	http://www.kwch.com/	126 Kansas CBS
308	11	http://www.whas11.com/	130 Kentucky ABC
309	3	http://www.wave3.com/	132 Kentucky NBC
310	3	http://www.wave3.com/	133 Kentucky NBC
311	32	http://www.wlky.com/index.html	134 Kentucky CBS
312	41	http://www.fox41.com/	137 Kentucky FOX
313	26	http://www.abc26.com/	139 Louisiana ABC

Reference	Local Channel	Main Website	Camtastia Screencast Name
314	6	http://www.wdsu.com/index.html	140 Louisiana NBC
315	8	http://www.fox8live.com/default.aspx	144 Louisiana FOX
316	8	http://www.wmtw.com/index.html	146 Maine ABC
317	8	http://www.wmtw.com/index.html	147 Maine ABC
318	11	http://www.wbaltv.com/index.html	156 Maryland NBC
319	45	http://www.foxbaltimore.com/newsroom	158 Maryland FOX
320	5	http://www.thebostonchannel.com/index.html	162 Massachusetts ABC
321	44	http://wwjtv.com/	171 Michigan CBS
322	7	http://www.wxyz.com/	174 Michigan ABC
323	7	http://www.wxyz.com/	175 Michigan ABC
324	2	http://www.myfoxdetroit.com/	177 Michigan FOX
325	9	http://www.myfoxtwincities.com/	179 Minnesota FOX
326	11	http://www.kare11.com/	182 Minnesota NBC
327	11	http://www.kare11.com/	183 Minnesota NBC
328	4	http://wcco.com/	184 Minnesota CBS
329	3	http://www.wlbt.com/	188 Mississippi NBC
330	40	http://www.my601.com/default.aspx	191 Mississippi FOX
331	12	http://www2.wjtv.com/	192 Mississippi CBS
332	12	http://www2.wjtv.com/	193 Mississippi CBS
333	41	http://www.nbcactionnews.com/	196 Missouri NBC
334	9	http://www.kmbc.com/index.html	198 Missouri ABC
335	4	http://www.fox4kc.com/	200 Missouri FOX
336	6	http://www.kfbb.com/	202 Montana ABC
337		http://yourbigsky.com/	206 Montana FOX
338	2	http://www.ktvq.com/home/	209 Montana CBS
339	7	http://www.ketv.com/index.html	212 Nebraska ABC
340	7	http://www.ketv.com/index.html	213 Nebraska ABC
341	42	http://www.kptm.com/	216 Nebraska FOX

Reference	Local Channel	Main Website	Camtastia Screencast Name
342	5	http://www.fox5vegas.com/index.html	218 Nevada FOX
343	5	http://www.fox5vegas.com/index.html	219 Nevada FOX
344	13	http://www.ktnv.com/	221 Nevada ABC
345	8	http://www.8newsnow.com/	224 Nevada CBS
346	31	http://www.wptz.com/wnne/index.html	228 New Hampshire NBC
347		New York Station covers this area	235 New Jersey ABC
348	40	http://www.nbc40.net/	236 New Jersey NBC
349		New York Station covers this area	238 New Jersey CBS
350	7	http://www.koat.com/index.html	242 New Mexico ABC
351	7	http://www.koat.com/index.html	243 New Mexico ABC
352	13	http://www.krqe.com/	246 New Mexico CBS
353	7	http://abclocal.go.com/wabc/index	251 New York ABC
354	5	http://www.myfoxny.com/	257 New York FOX
355	3	http://www.wbtv.com/	258 North Carolina CBS
356	3	http://www.wbtv.com/	259 North Carolina CBS
357	36	http://www.wcnc.com/	263 North Carolina NBC
358	4 and 11	http://www.valleynewslive.tv/#tvg	269 North Dakota CBS and NBC
359		NO FOX AFFILIATE IN NORTH DAKOTA	270 North Dakota FOX
360		partnered with CBS	
361		partnered with CBS	
362	28	http://www.myfox28columbus.com/	279 Ohio FOX
363	9	http://www.news9.com/	281 Oklahoma CBS
364	4	http://www.kfor.com/	282 Oklahoma NBC
365	5	http://www.koco.com/index.html	285 Oklahoma ABC
366	25	http://www.okcfox.com/	287 Oklahoma FOX

Reference	Local Channel	Main Website	Camtastia Screencast Name
367	12	http://www.kptv.com/index.html	294 Oregon FOX
368	12	http://www.kptv.com/index.html	295 Oregon FOX
369	6	http://abclocal.go.com/wpvi/index	297 Pennsylvania ABC
370	UNKNOWN	http://www.nbcphiladelphia.com/	298 Pennsylvania NBC
371	UNKNOWN	http://www.nbcphiladelphia.com/	299 Pennsylvania NBC
372	12	http://www.wpri.com/	309 Rhode Island CBS
373	10	http://www.wistv.com/	315 South Carolina NBC
374	57.1	http://www.midlandsconnect.com/	318 South Carolina FOX
375	19	http://www.wltx.com/	398 South Carolina CBS
376	5.1 and 46.1	http://www.kdlt.com/	321 South Dakota NBC
377	unknown	http://www.keloland.com/	323 South Dakota CBS
378	24	http://www.myeyewitnessnews.com/default.aspx	327 Tennessee ABC
379	13	http://www.myfoxmemphis.com/	333 Tennessee FOX
380	13	http://abclocal.go.com/ktrk/index	336 Texas ABC
381	2	http://www.click2houston.com/index.html	338 Texas NBC
382	11	http://www.khou.com/	339 Texas CBS
383	26	http://www.myfoxhouston.com/	342 Texas FOX
384	4	http://www.abc4.com/default.aspx	344 Utah ABC
385	5	http://www.ksl.com/	345 Utah NBC
386	44	http://www.fox44now.com/	353 Vermont ABC/FOX
387	3	http://www.wtkr.com/	359 Virginia CBS
388	43	http://www.fox43tv.com/	363 Virginia FOX
389	43	http://www.fox43tv.com/	364 Virginia FOX
390	4	http://www.komonews.com/	368 Washington ABC
391	5	http://www.king5.com/	370 Washington NBC
392	13	http://www.q13fox.com/	374 Washington FOX

Reference	Local Channel	Main Website	Camtastia Screencast Name
393	8	http://www.wchstv.com/	375 West Virginia ABC
394	13	http://wowktv.com/	380 West Virginia CBS
395	11	http://www.wvah.com/	381 West Virginia FOX part A
396	6	http://www.fox6now.com/	383 Wisconsin FOX
397	12	http://www.wisn.com/index.html	385 Wisconsin ABC
398	2	http://www.k2tv.com/default.aspx	390 Wyoming ABC
399	2	http://www.k2tv.com/default.aspx	391 Wyoming ABC
400	5	http://www.kgwn.tv/	394 Wyoming CBS

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
1	no videos	10/7/10	VisualContentA nalysis Screen Captures2.cmp roj
2	http://www.myfoxatlanta.com/dpp/news/iteam/bishop-eddie-long-accuser-photos-sex-allegations-20100929-es?CMP=201010_emailshare	10/7/10	VisualContentA nalysis Screen Captures2.cmp roj
3	http://www.khon2.com/content/mediacenter/default.aspx	10/7/10	VisualContentA nalysis Screen Captures2.cmp roj
4	no share this link file for video	10/12/10	VisualContentA nalysis Screen Captures5.cmp roj
5	http://losangeles.cbslocal.com/video-news-on-demand/?clipId=5176138&flvUri=&partnerclipid=&topVid eoCatNo=0&c=&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/7/10	VisualContentA nalysis Screen Captures2.cmp roj
6	http://nbc4i.com/vi/20836/	10/15/10	VisualContentA nalysis Screen Captures5.cmp roj
7	http://www.abc15.com/subindex/video	10/5/10	VisualContentA nalysis Screen Captures.cmpr oj

Reference	News Video page	Date Screenshot Recorded	Camtasia Project Name
8	http://www.wreg.com/videobeta/e824d182-35fb-47da-aaca-c1de926fedfd/News/Church-Fire	10/24/10	VisualContentAnalysis Screen Captures8.cmpoj
9	http://www.wcsh6.com/video/default.aspx#/Local/Federal+official+receives+key+to+City+of+Brewer/49383985001/49452227001/628227576001	10/8/10	VisualContentAnalysis Screen Captures3.cmpoj
10	http://video.philadelphia.cbslocal.com/global/video/popup/pop_playerLaunch.asp?clipId1=5199711&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Coons%2C%20O%E2%80%99Donnell%20Meet%20In%20Second%20Debate&d1=56300&redirUrl=http://video.philadelphia.cbslocal.com&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/15/10	VisualContentAnalysis Screen Captures7.cmpoj
11	http://www.myabc5.com/global/category.asp?c=190187&clipId=5178618&flvUri=&partnerclipid=&topVideoCatNo=165457&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/8/10	VisualContentAnalysis Screen Captures3.cmpoj
12	http://www.wistv.com/global/category.asp?c=195964&clipId=5219287&flvUri=&partnerclipid=&topVideoCatNo=3851&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/22/10	VisualContentAnalysis Screen Captures7.cmpoj
13	http://www.fox41.com/global/video/flash/popupplayer.asp?ClipID1=5179983&h1=Home%20Damaged%20after%20House%20Fire&vt1=v&at1=News&d1=51333&LaunchPageAdTag=News&activePane=info&rnd=82015011	10/8/10	VisualContentAnalysis Screen Captures3.cmpoj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
14	no file		
15	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=2056175369	10/12/10	VisualContentAnalysis Screen Captures5.cmprj
16	http://www.wltx.com/video/?menuid=101#/Recent+Videos/City+Employee+Suspended+After+Indictment+/51296686001/51325932001/645449347001	10/22/10	VisualContentAnalysis Screen Captures7.cmprj
17	http://www.wapt.com/video/25328216/detail.html?taf=jac	10/8/10	VisualContentAnalysis Screen Captures4.cmprj
18	http://www.abc3340.com/global/category.asp?c=189742&clipId=5168195&flvUri=&partnerclipid=&topVideoCatNo=189741&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/5/10	VisualContentAnalysis Screen Captures.cmproj
19	http://www.coloradoconnection.com/news/video.aspx?id=521674	10/7/10	VisualContentAnalysis Screen Captures2.cmprj
20	http://video.wsaz.com/global/video/popup/pop_playerLaunch.asp?clipId1=5248073&flvUri=&partnerclipid=&at1=News&vt1=v&h1=DUI%20Checkpoint&d1=150366&redirUrl=http://www.wsaz.com&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	11/1/10	VisualContentAnalysis Screen Captures9.cmprj
21	http://www.action3news.com/global/Category.asp?c=170799&clipId=5189515&flvUri=&partnerclipid=&topVideoCatNo=90442&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures4.cmprj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
22	http://www.kitv.com/news/25200475/detail.html	10/7/10	VisualContentAnalysis Screen Captures2.cmpr.oj
23	http://wbztv.com/video/?id=92968@wbz.dayport.com	10/8/10	VisualContentAnalysis Screen Captures3.cmpr.oj
24	http://www.whas11.com/video/featured-videos/Toll-opponents-stage-rally-while-Bridges-Authority-holds-a-meeting-on-tolling-104521404.html	10/8/10	VisualContentAnalysis Screen Captures3.cmpr.oj
25	http://www.8newsnow.com/global/video/popup/pop_playerLaunch.asp?clipId1=5189234&flvUri=&partnerclipid=&at1=Sport&vt1=v&h1=UNLV%20Player%20Discovers%20Pitfalls%20of%20Social%20Media&d1=100100&redirUrl=&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures4.cmpr.oj
26	http://www.myfoxchicago.com/dpp/news/metro/child-pulled-from-lake-michigan-dies-20101007?CMP=201010_emailshare	10/8/10	VisualContentAnalysis Screen Captures3.cmpr.oj
27			
28	NO FOX AFFILIATE IN NORTH DAKOTA	10/12/10	VisualContentAnalysis Screen Captures5.cmpr.oj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
29	http://www.kivitv.com/global/Category.asp?c=169854&clipId=4992356&flvUri=&partnerclipid=&topVideoCatNo=92613&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/7/10	VisualContentAnalysis Screen Captures2.cmpproj
30	http://www.kfor.com/videobeta/4fe7389f-9e5f-44b2-9b9c-1b703a5be7f7/News/Arrest-in-Accident-Killing-Elderly-Man	10/15/10	VisualContentAnalysis Screen Captures6.cmpproj
31	http://www.nbcactionnews.com/subindex/video	10/8/10	VisualContentAnalysis Screen Captures4.cmpproj
32	http://www.wreg.com/videobeta/b2aa998e-3ab9-4ddd-9321-7f24eaedf3bf/News/Town-Still-On-Edge-After-Postal-Killings	10/24/10	VisualContentAnalysis Screen Captures8.cmpproj
33	http://wolo.com/CustomContentRetrieve.aspx?ID=3518290	10/22/10	VisualContentAnalysis Screen Captures7.cmpproj
34	did not capture	10/8/10	VisualContentAnalysis Screen Captures4.cmpproj
35	http://www.fox13now.com/videobeta/43385128-7677-4f96-9fe9-3cac3411f387/News/Charges-filed-against-Mecham-in-Bountiful-woman-s-murder	10/26/10	VisualContentAnalysis Screen Captures9.cmpproj
36	http://www.click2houston.com/video/25434951/?taf=hhu	10/24/10	VisualContentAnalysis Screen Captures8.cmpproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
37	http://www.thebostonchannel.com/video/25324740/detail.html?taf=bos	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
38	http://www.okcfox.com/newsroom/top_stories/videos/kokh_vid_2304.shtml?sms_ss=email&at_xt=4cb87a570daad505,0	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
39	http://www.wavy.com/dpp/news/local_news/police%3A-woman-scams-ex-husbands?CMP=201010_emailshare	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
40	no file created		
41	http://losangeles.cbslocal.com/video-news-on-demand/?clipId=5177053&flvUri=&partnerclipid=&topVideoCatNo=193016&c=&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
42	http://www.abc6.com/global/Category.asp?c=178006&clipId=5192870&flvUri=&partnerclipid=&topVideoCatNo=0&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/15/10	VisualContentAnalysis Screen Captures7.cmproj
43	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1505397375	11/1/10	VisualContentAnalysis Screen Captures9.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
44	no file recorded	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
45	http://www.wcax.com/global/video/popup/pop_playerLaunch.asp?clipId1=5230052&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Williston%20police%3A%20Credit%20card%20thief%20targeting%20gyms&d1=140333&redirUrl=&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
46	http://www.wsbtv.com/video/25306504/?taf=atl	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
47	http://www.abc2news.com/generic/news/Video-News-Page	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
48	http://wbztv.com/video/?id=93055@wbz.dayport.com	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
49	http://www.wisn.com/news/25640314/detail.html?taf=mil	11/6/10	VisualContentAnalysis Screen Captures10.cmproj
50	http://www.wthr.com/global/video/popup/pop_playerLaunch.asp?clipId1=5180188&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Multiple%20death%20investigations&d1=121133&redirUrl=&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/8/10	VisualContentAnalysis Screen Captures3.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
51	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=928569650	10/7/10	VisualContentAnalysis Screen Captures2.cmpproj
52	http://www.aksuperstation.com/news/Smoking-Cause-of-Condo-Blaze-103983274.html	10/5/10	VisualContentAnalysis Screen Captures.cmpproj
53	no email this or share link. Grabbed web address	11/1/10	VisualContentAnalysis Screen Captures9.cmpproj
54	no file created		
55	http://www.fox13now.com/videobeta/2aa85d68-87f5-4bb3-a91f-d73bd973216d/News/Boy-hospitalized-after-running-into-a-car-in-W-Jordan	10/26/10	VisualContentAnalysis Screen Captures9.cmpproj
56	http://wbztv.com/video/?id=92953	10/8/10	VisualContentAnalysis Screen Captures3.cmpproj
57	http://www.ktvq.com/player/?video_id=4151&categories=9	10/12/10	VisualContentAnalysis Screen Captures4.cmpproj
58	http://www.krqe.com/dpp/news/crime/Injured-suspect-calls-deputy-for-help?CMP=201010_emailshare	10/12/10	VisualContentAnalysis Screen Captures4.cmpproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
59	website not working properly	10/5/10	VisualContentAnalysis Screen Captures.cmproj
60		10/12/10	VisualContentAnalysis Screen Captures4.cmproj
61	http://connect2utah.com/news-story?nxid=114486&shr=addthis	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
62			
63	http://www.wlbt.com/global/category.asp?c=195965&autoStart=true&topVideoCatNo=default&clipId=5178586&fvUri=&partnerclipid=	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
64	DID NOT RECORD - NO SEPARATE STATION FOUND ONLINE	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
65	http://www.actionnewsjax.com/mediacenter/local.aspx?articleID=40559	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
66	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=644565720	10/8/10	VisualContentAnalysis Screen Captures3.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
67	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1118852002	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
68	http://www.nbc40.net/news/14987/video	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
69	no file recorded	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
70	http://www.koinlocal6.com/content/mediacenter/default.aspx?videoId=18429@koin.web.entriq.net&navCatId=156&articleID=18429	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
71	did not record - no videos found online	10/22/10	VisualContentAnalysis Screen Captures8.cmproj
72	no local news videos, some complete newscasts weathercasts but none work	11/6/10	
73	http://www.abc6onyourside.com/shared/newsroom/top_stories/videos/wsyx_vid_7111.shtml?sms_ss=email&at_xt=4cb86bb1d0e41381,0	10/15/10	VisualContentAnalysis Screen Captures5.cmproj
74	no file created		

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
75	http://www.ksfy.com/global/category.asp?c=185294&clipId=5220082&flvUri=&partnerclipid=&topVideoCatNo=0&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/22/10	VisualContentAnalysis Screen Captures7.cmpproj
76	http://newyork.cbslocal.com/category/video-on-demand/?clipId=5190675&flvUri=&partnerclipid=&topVideoCatNo=191873&c=&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures5.cmpproj
77	http://www.myfoxdetroit.com/dpp/news/local/apology-for-taunting-dying-little-girl?CMP=201010_emailshare	10/8/10	VisualContentAnalysis Screen Captures4.cmpproj
78	no file created	10/7/10	
79	http://video.chicago.cbslocal.com/global/video/flash/pop_upplayer.asp?clipId1=5168728&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Top%20Stroger%20Aide%20Arrested%20In%20Contract%20Probe&d1=139400&redirUrl=http://video.chicago.cbslocal.com&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv&rnd=72571461	10/7/10	VisualContentAnalysis Screen Captures2.cmpproj
80	http://ww2.wowt.com/global/video/popup/pop_playerLaunch.asp?clipId1=5189235&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Deputies%20Hunt%20For%20Gretna%20Theft%20Victims&d1=106267&redirUrl=www.wowt.com&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures4.cmpproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
81	http://www.hawaiinewsnow.com/Global/category.asp?CategoryID=6743&clipId=5172625&flvUri=&partnerclipid=&topVideoCatNo=91610&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/7/10	VisualContentAnalysis Screen Captures2.cmpproj
82	http://www.komonews.com/news/local/106282528.html	11/1/10	VisualContentAnalysis Screen Captures9.cmpproj
83	http://turnto10.com/vi/20855/	10/15/10	VisualContentAnalysis Screen Captures7.cmpproj
84	http://www.myfoxphilly.com/dpp/news/politics/local_politics/Obama-Biden_Campaign_For_Coons_In_Delaware_101510?CMP=201010_emailshare	10/15/10	VisualContentAnalysis Screen Captures7.cmpproj
85	no local news on this site. Only national rss feed of text	10/24/10	VisualContentAnalysis Screen Captures8.cmpproj
86	http://www.wbaltv.com/video/25325329/detail.html?taff=bal	10/8/10	VisualContentAnalysis Screen Captures3.cmpproj
87	http://www.my601.com/mediacenter/local.aspx?articleID=2588	10/8/10	VisualContentAnalysis Screen Captures4.cmpproj
88	no file created		

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
89	http://video.philadelphia.cbslocal.com/global/video/popup/pop_playerLaunch.asp?clipId1=5198424&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Strike%20Looming%20For%20Teachers%20In%20Methacton%20School%20District&d1=120433&redirUrl=http://video.philadelphia.cbslocal.com&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/15/10	VisualContentAnalysis Screen Captures7.cmpproj
90	http://www.news9.com/Global/category.asp?C=116601&clipId=5199870&flvUri=&partnerclipid=&topVideoCatNo=118433&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/15/10	VisualContentAnalysis Screen Captures6.cmpproj
91	can't find local news videos	11/1/10	VisualContentAnalysis Screen Captures9.cmpproj
92	http://www.wgme.com/newsroom/top_stories/videos/wgme_vid_5348.shtml?sms_ss=email&at_xt=4caf6e0dbba2dac3,0	10/8/10	VisualContentAnalysis Screen Captures3.cmpproj
93	http://connect2utah.com/news-story?nxid=114446&shr=addthis	10/26/10	VisualContentAnalysis Screen Captures9.cmpproj
94	http://www.kulr8.com/news/local/Neighbor-Heard-Fatal-Stabbing-104739834.html	10/12/10	VisualContentAnalysis Screen Captures4.cmpproj
95	http://nbc4i.com/vi/20837/	10/15/10	VisualContentAnalysis Screen Captures5.cmpproj
96	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=374367490	10/12/10	VisualContentAnalysis Screen Captures5.cmpproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
97	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1225818063	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
98	http://www.cbs4denver.com/video/?id=75016@kcnc.dayport.com	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
99	http://link.brightcove.com/services/player/bcpid48345534001?bclid=0&bctid=629174050001	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
100	http://www.wcax.com/global/video/popup/pop_playerLaunch.asp?clipId1=5229290&flvUri=&partnerclipid=&at1=News&vt1=v&h1=BPD%3A%20murder%20charges%20coming%20against%20Pazos&d1=138467&redirUrl=&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
101	http://abclocal.go.com/wabc/video?id=7720002	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
102	http://www.kirotv.com/video/25562758/?taf=sea	11/1/10	VisualContentAnalysis Screen Captures9.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
103	http://www.myfoxal.com/global/category.asp?c=195956&clipId=5169218&flvUri=&partnerclipid=&topVideoCatNo=0&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/5/10	VisualContentAnalysis Screen Captures.cmproj
104	http://www.clickondetroit.com/video/25319691/?taf=det	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
105	http://www.whotv.com/videobeta/29d7e6c3-333a-42f7-8470-82c96885e462/News/Crash-Investigation	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
106	http://www.cbs42.com/mediacenter/local.aspx?articleID=22863	10/5/10	VisualContentAnalysis Screen Captures.cmproj
107	http://www.myabc5.com/global/category.asp?c=190187&clipId=5178639&flvUri=&partnerclipid=&topVideoCatNo=165457&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
108	http://www.cbs58.com/index.php?aid=14770	11/6/10	
109	http://www.wgme.com/newsroom/top_stories/videos/wgme_vid_5103.shtml?sms_ss=email&at_xt=4caf6e92c511c61d,0	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
110	http://abclocal.go.com/kabc/video?id=7710966&syndicate=syndicate&section=	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
111	http://abclocal.go.com/wls/video?id=7708632&syndicate=syndicate&section=	10/8/10	VisualContentAnalysis Screen Captures3.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
112	http://link.brightcove.com/services/player/bcpid50619440001?bclid=0&bctid=627076818001	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
113	http://www.kptm.com/global/video/popup/pop_playerLaunch.asp?clipId1=5184061&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Castaneda%20Found%20Guilty&d1=126233&redirUrl=&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
114	http://www.midlandsconnect.com/news/video.aspx?id=529349	10/22/10	VisualContentAnalysis Screen Captures7.cmproj
115	http://www.actionnewsjax.com/mediacenter/local.aspx?articleID=40559	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
116	http://www.myfoxphilly.com/dpp/news/education/methacton-school-district-no-strike-101510?CMP=201010_emailshare	10/15/10	VisualContentAnalysis Screen Captures7.cmproj
117	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1171357719	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
118	http://newyork.cbslocal.com/category/video-on-demand-news/?clipId=5190663&flvUri=&partnerclipid=&topVideoCatNo=191873&c=&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures5.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
119	http://wjz.com/video/?id=75006@wjz.dayport.com	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
120		10/12/10	VisualContentAnalysis Screen Captures4.cmproj
121	http://www.wpri.com/dpp/news/massachusetts/north-attleboro-stolen-suv-strikes-man-outside-ziggys-bar?CMP=201010_emailshare	10/15/10	VisualContentAnalysis Screen Captures7.cmproj
122	no file recorded	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
123	http://wbztv.com/video/?id=93051@wbz.dayport.com	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
124	http://www.wavy.com/dpp/news/local_news/portsmouth/2-alarm-fire-in-portsmouth?CMP=201010_emailshare	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
125	http://www.coloradoconnection.com/news/video.aspx?id=521540	10/7/10	VisualContentAnalysis Screen Captures2.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
126	http://www.kboi2.com/news/local/104442654.html?tab=video	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
127	http://ww2.kake.com/global/video/popup/pop_playerLaunch.asp?clipId1=5174675&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Hawker%2C%20IAM%20Negotiations%20To%20Resume%20Friday&d1=199334&redirUrl=&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
128	http://www.wptz.com/video/25512273/detail.html?taf=pla	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
129	http://www.wishtv.com/dpp/news/local/east_central/student-killed-near-westwood-school?CMP=201010_emailshare	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
130	http://video.chicago.cbslocal.com/global/video/popup/pop_playerLaunch.asp?clipId1=5178584&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Missing%20Boy%20Dies%20After%20Being%20Pulled%20From%20Lake&d1=122400&redirUrl=http://video.chicago.cbslocal.com&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
131	link didn't come through yet	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
132	http://www.katv.com/global/category.asp?c=189703&clipId=5166266&flvUri=&partnerclipid=&topVideoCatNo=189702&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/6/10	VisualContentAnalysis Screen Captures.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
133	http://www.myfoxboston.com/dpp/news/local/police-find-bank-robbery-suspect-in-car-trunk?CMP=201010_emailshare	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
134	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=726761082	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
135	http://www.kctv5.com/local-video/index.html?grabnetworks_video_id=4366582	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
136	no file created		
137	http://www.myfoxchicago.com/dpp/news/crime/wicker-park-robbery-man-shot-two-suspects-shot-20101008?CMP=201010_emailshare	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
138	http://www.abc15.com/subindex/video	10/5/10	VisualContentAnalysis Screen Captures.cmproj
139	http://www.kwch.com/videobeta/204fed44-b037-413d-a923-bd5e6de1ef59/News/Wichita-Housing-Market-Improving	10/8/10	VisualContentAnalysis Screen Captures3.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
140	http://www.kdsm17.com/newsroom/top_stories/videos/vid_2547.shtml?sms_ss=email&at_xt=4caf3c22e84fb233,0	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
141	http://www.clickondetroit.com/video/25327971/?taf=det	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
142	http://www.wfsb.com/local-video/index.html?grabnetworks_video_id=4360529	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
143	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1298837557	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
144	http://www.kjct8.com/video/25296631/?taf=gjct	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
145	no file recorded. No station	10/15/10	
146	see embed code in the notes	10/24/10	VisualContentAnalysis Screen Captures8.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
147	http://www.myfox28columbus.com/shared/newsroom/top_stories/videos/wtte_vid_7109.shtml?sms_ss=email&at_xt=4cb8720b4988581b,0	10/15/10	VisualContentAnalysis Screen Captures5.cmproj
148	http://www.wptz.com/video/25513231/detail.html?taf=pla	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
149	http://www.wmur.com/video/25362752/detail.html	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
150	http://www.fox30jax.com/mediacenter/local.aspx?articleID=40512	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
151	http://www.theindychannel.com/video/25320535/?taf=ind	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
152	http://www.ktnv.com/global/Category.asp?c=164911&clipId=5185133&flvUri=&partnerclipid=&topVideoCatNo=81465&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
153	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=182317622	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
154	No Local News Video on this site	10/8/10	VisualContentAnalysis Screen Captures3.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
155	http://www.kmbc.com/news/25331715/detail.html?taf=kc1	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
156	http://www.myeyewitnessnews.com/mediacenter/local.aspx?articleID=564282	10/24/10	VisualContentAnalysis Screen Captures8.cmproj
157	http://arkansasmatters.com/news-fulltext?nxd_id=358015	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
158	http://www.koco.com/video/25400765/detail.html	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
159	http://www.kfbb.com/news/local/Officer-Presence-to-Increase-in-Downtown-Great-Falls-104740294.html	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
160	no file created. No website	11/6/10	
161	http://abclocal.go.com/wpvi/video?id=7494741&syndicate=syndicate&section=	10/15/10	VisualContentAnalysis Screen Captures6.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
162	no file recorded	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
163	http://www.myfoxatlanta.com/dpp/news/local_news/Home-Explodes-in-Ellijay%2C-1-Person-Dead-20101007-am-sd?CMP=201010_emailshare	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
164	http://www.kjct8.com/video/25309509/?taf=gjct	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
165	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=254221150	10/25/10	VisualContentAnalysis Screen Captures8.cmproj
166	http://www.cbs4denver.com/video/?id=75010@kcnc.dayport.com	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
167	http://www.cbs58.com/index.php?aid=14774	11/6/10	
168	http://www.cbs42.com/mediacenter/local.aspx?articleID=22961	10/5/10	VisualContentAnalysis Screen Captures.cmproj
169	http://www.kpho.com/local-video/index.html?grabnetworks_video_id=4353143	10/6/10	VisualContentAnalysis Screen Captures.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
170	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1837715063	11/6/10	VisualContentAnalysis Screen Captures10.cmproj
171	http://www.wtkr.com/videobeta/4eb194d4-4546-4817-a7b7-ed62d8aa643f/News/Man-arrested-for-setting-his-brother-s-dog-on-fire	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
172	http://www.kctv5.com/local-video/index.html?grabnetworks_video_id=4366529	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
173	n/a	10/5/10	
174	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1849747729	11/6/10	
175	no file recorded. Can't navigate to/find hard news videos on site	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
176	http://abclocal.go.com/kabc/video?id=7711541&syndicate=syndicate&section=	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
177	http://nbc13.com/vi/53663/	10/5/10	VisualContentAnalysis Screen Captures.cmproj
178	http://www.azcentral.com/video/#/News/Suspicious+package+brings+rail+to+halt+in+Tempe/40280768001/35150280001/626169353001	10/6/10	VisualContentAnalysis Screen Captures.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
179	http://www.wthr.com/global/video/popup/pop_playerLaunch.asp?clipId1=5174700&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Student-athlete%20killed&d1=118034&redirUrl=&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
180	Email link didn't come through	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
181	http://www.myfoxi.com/dpp/news/local/takeover-robbery-caught-on-video-20101006?CMP=201010_emailshare	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
182	http://www.abc26.com/videobeta/4b764abc-0768-48ac-9fcf-a6a513739190/News/Members-of-a-community-voice-waved-signs-demanding-recovery-now-	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
183	http://kstp.com/article/stories/S1783386.shtml	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
184	no file created. No website	11/6/10	
185	no file recorded. Can't navigate to/find hard news videos on site	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
186	http://www.wlky.com/news-archives/25319555/detail.html	10/8/10	VisualContentAnalysis Screen Captures3.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
187	http://www1.whdh.com/video/player/	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
188	http://www.kboi2.com/news/local/104362914.html?tab=video	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
189	http://www.kob.com/article/11687/?vid=1749786&v=1	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
190	http://www.myfoxmemphis.com/dpp/news/local/102010-battle-over-school-funding-continues%2C-city-file-appeal?CMP=201010_emailshare	10/24/10	VisualContentAnalysis Screen Captures8.cmproj
191		10/8/10	
192	no file recorded	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
193	no file recorded. Can't navigate to/find hard news videos on site	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
194	http://www.fox30jax.com/mediacenter/local.aspx?articleID=40512	10/7/10	VisualContentAnalysis Screen Captures2.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
195	no videos worked on the site	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
196	http://shar.es/09O7Y	11/1/10	VisualContentAnalysis Screen Captures9.cmproj
197	http://www.q13fox.com/videobeta/171013f9-9fac-4c47-a6e0-27731ee6b4f5/News/Medical-Marijuana-SWAT	11/1/10	VisualContentAnalysis Screen Captures9.cmproj
198	http://www.kob.com/article/11687/?vid=1749802&v=1	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
199	http://video.wsaz.com/global/video/popup/pop_playerLaunch.asp?clipId1=5248511&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Fire%20Training&d1=119100&redirUrl=http://www.wsaz.com&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	11/1/10	VisualContentAnalysis Screen Captures9.cmproj
200	http://www.fox4kc.com/videobeta/79fa38f3-45af-424f-97c2-e323064d0aba/News/Family-Suspects-Estranged-Husband-in-Student-s-Disappearance	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
201	http://www.mynews3.com/story.php?id=29242&n=5037&articleID=9197	10/12/10	VisualContentAnalysis Screen Captures4.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
202	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=2040449594	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
203	http://www.katu.com/news/local/105013799.html?skipthumb=Y	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
204	http://turnto10.com/vi/20838/	10/15/10	VisualContentAnalysis Screen Captures7.cmproj
205	http://www.fox8live.com/mediacenter/local.aspx?articleID=21688	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
206	http://www.wsotv.com/video/25358912/	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
207	http://www.aksuperstation.com/news/Graffiti-Crackdown-104134299.html	10/5/10	VisualContentAnalysis Screen Captures.cmproj
208	http://www.abc6onyourside.com/shared/newsroom/top_stories/videos/wsyx_vid_7113.shtml?sms_ss=email&at_xt=4cb86aa714d8f739,0	10/15/10	VisualContentAnalysis Screen Captures5.cmproj
209	no local news on this site. Only national rss feed of text	10/24/10	VisualContentAnalysis Screen Captures8.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
210	no file recorded. No station	10/15/10	
211	http://www.myfoxhouston.com/dpp/news/politics/101025-congressional-corner-ted-poe	10/25/10	VisualContentAnalysis Screen Captures8.cmproj
212	http://www.wsotv.com/video/25359623/	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
213	http://www.ksn.com/mediacenter/local.aspx?articleID=4526	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
214	http://www.kasa.com/dpps/video/vid_other_1/evening-webcast-oct-26-2010_3630727?CMP=201011_emailshare	11/12/10	VisualContentAnalysis Screen Captures4.cmproj
215	http://www1.whdh.com/video/player/	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
216	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1728077934	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
217	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1240121980	10/7/10	VisualContentAnalysis Screen Captures2.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
218	no share this link file	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
219	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=568971878	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
220	http://www.11alive.com/video/default.aspx#/News/Mother+Arrested+After+Toddler+Found+Running+Outside+A+lone/49906865001/50317397001/627105845001	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
221	http://www.ksl.com/?sid=&nid=732&tPage=news#	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
222	no local news videos, some complete newscasts weathercasts but none work	11/6/10	
223	http://www.abc6.com/global/Category.asp?c=178006&clipId=5192779&flvUri=&partnerclipid=&topVideoCatNo=0&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/15/10	VisualContentAnalysis Screen Captures7.cmproj
224	http://www.khon2.com/content/mediacenter/default.aspx	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
225	http://wjz.com/video/?id=74962@wjz.dayport.com	10/8/10	VisualContentAnalysis Screen Captures3.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
226	http://www.myfoxboston.com/dpps/news/dying-girl-taunted-by-neighbors-in-trenton_10008984?CMP=201010_emailshare	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
227	http://nbc13.com/vi/53305/	10/5/10	VisualContentAnalysis Screen Captures.cmproj
228	http://www.kdsm17.com/newsroom/top_stories/videos/vid_2197.shtml?sms_ss=email&at_xt=4caf3d3d01832b2a,0	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
229	no file recorded	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
230	NO SHARE LINK. FLASH VIDEO PLAYER does not have link	10/15/10	VisualContentAnalysis Screen Captures5.cmproj
231	http://www.fox6now.com/videobeta/381b2a30-1fc5-41a1-997d-ac16ecd863e6/News/Benjamin-Germano-sentenced-in-death-of-Sarah-Rosio	11/6/10	VisualContentAnalysis Screen Captures10.cmproj
232	http://www.myfoxtwincities.com/dpp/news/survivor-in-fatal-crash-near-st-cloud-speaks-out-oct-4-2010?CMP=201010_emailshare	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
233	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1432700499	10/26/10	VisualContentAnalysis Screen Captures9.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
234	http://www.abc2news.com/generic/news/Video-News-Page	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
235	http://www.abc4.com/content/news/top_stories/story/Boy-in-critical-condition-after-auto-bicycle/jfFZkwFnEEGAb2iVZINtng.cspx?articleID=101067	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
236	http://wolo.com/CustomContentRetrieve.aspx?ID=3512801	10/22/10	VisualContentAnalysis Screen Captures7.cmproj
237	http://www.myfoxny.com/dpp/news/local_news/nyc/bloomberg-condemns-anti-gay-violence-20101011-akd?CMP=201010_emailshare	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
238	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=471926124	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
239	http://www.foxbaltimore.com/newsroom/top_stories/video/wbff_vid_5422.shtml?sms_ss=email&at_xt=4caf77ba16c4f782,0	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
240	http://ww2.wowt.com/global/video/popup/pop_playerLaunch.asp?clipId1=5189091&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Commonwealth%20Runner%20From%20Omaha&d1=112867&redirUrl=www.wowt.com&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures4.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
241	http://www.koinlocal6.com/content/mediacenter/default.aspx?videoId=18468@koin.web.entriq.net&navCatId=156&articleID=18468	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
242	http://www.mynews3.com/story.php?id=29431&n=5037&articleID=9265	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
243	http://www.action3news.com/global/Category.asp?c=170799&clipId=5178115&flvUri=&partnerclipid=&topVideoCatNo=90442&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
244	http://www.katv.com/global/category.asp?c=189703&clipId=5158417&flvUri=&partnerclipid=&topVideoCatNo=189702&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/6/10	VisualContentAnalysis Screen Captures.cmproj
245		10/8/10	VisualContentAnalysis Screen Captures4.cmproj
246	http://www.wishtv.com/dpp/news/local/marion_county/10-thousand-gallons-of-oil-spilled?CMP=201010_emailshare	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
247		10/8/10	
248	http://www.wfsb.com/local-video/index.html?grabnetworks_video_id=4360543	10/7/10	VisualContentAnalysis Screen Captures2.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
249	http://www.wapt.com/video/25332113/detail.html?taf=jac	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
250	No Share Link: Copied Embed Code to see if it goes to the story	10/15/10	VisualContentAnalysis Screen Captures5.cmproj
251	http://www.wmctv.com/global/category.asp?c=195967&clipId=5224755&flvUri=&partnerclipid=&topVideoCatNo=0&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/24/10	VisualContentAnalysis Screen Captures8.cmproj
252	http://www.myfoxphoenix.com/dpp/news/local/phoenix/ois-officer-arrested-10062010?CMP=201010_emailshare	10/6/10	VisualContentAnalysis Screen Captures.cmproj
253	no file recorded	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
254	http://www.wmctv.com/global/category.asp?c=195967&clipId=5223367&flvUri=&partnerclipid=&topVideoCatNo=0&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/24/10	VisualContentAnalysis Screen Captures8.cmproj
255	http://ww2.kake.com/global/video/popup/pop_playerLaunch.asp?clipId1=5175981&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Some%20Valley%20Center%20Residents%20Want%20Out%20Of%20City%20Limits&d1=127700&redirUrl=&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/8/10	VisualContentAnalysis Screen Captures3.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
256	http://www.theindychannel.com/video/25323736/?taf=ind	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
257	http://www.ksfy.com/global/category.asp?c=185294&clipId=5220842&flvUri=&partnerclipid=&topVideoCatNo=0&autoStart=true&activePane=info&LaunchPageAdTag=homedpage&clipFormat=flv	10/22/10	VisualContentAnalysis Screen Captures7.cmproj
258	http://www.katu.com/news/local/105006209.html?skipthumb=Y	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
259	http://www.azcentral.com/video/#/News/100+people+evacuated+in+west+Mesa/40280768001/35150280001/626476069001	10/6/10	VisualContentAnalysis Screen Captures.cmproj
260	videos won't play. Tried firefox and safari	11/6/10	
261	http://abclocal.go.com/ktrk/video?id=7740136&syndicate=syndicate&section=	10/24/10	VisualContentAnalysis Screen Captures8.cmproj
262	http://www.kirotv.com/video/25583728/?taf=sea	11/1/10	VisualContentAnalysis Screen Captures9.cmproj
263	http://www.wcco.com/video/?id=83358@wcco.dayport.com	10/8/10	VisualContentAnalysis Screen Captures4.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
264	http://www.kulr8.com/news/local/Climbing-Accident-104763019.html	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
265	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=873701139	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
266	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=501875141	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
267	http://www.myfoxal.com/global/category.asp?c=195956&clipId=5166736&flvUri=&partnerclipid=&topVideoCatNo=151721&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/5/10	VisualContentAnalysis Screen Captures.cmproj
268	http://www.abc3340.com/global/category.asp?c=189742&clipId=5162248&flvUri=&partnerclipid=&topVideoCatNo=189741&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/5/10	VisualContentAnalysis Screen Captures.cmproj
269	http://www.myfoxfairbanks.com/dpps/news/offbeat/waitress-gets-huge-holiday-tip-122209_5225908?CMP=201010_emailshare	10/5/10	VisualContentAnalysis Screen Captures.cmproj
270			
271			
272			

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
273	http://www.myfoxphoenix.com/dpp/news/local/glendale/grandmother-runs-over-grandchild-10062010?CMP=201010_emailshare	10/6/10	VisualContentAnalysis Screen Captures.cmproj
274	http://www.kpho.com/local-video/index.html?grabnetworks_video_id=4358958	10/6/10	VisualContentAnalysis Screen Captures.cmproj
275	http://arkansasmatters.com/libraries/nxd/media/?data=media_player&v=545345	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
276	http://www.fox16.com/mediacenter/local.aspx?articleID=83534	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
277	http://www.fox16.com/mediacenter/local.aspx?articleID=83534	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
278	http://www.myfoxla.com/dpp/news/local/bells-robert-rizzo-cleared-to-post-bail-20101006?CMP=201010_emailshare	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
279	http://www.9news.com/video/default.aspx#/News/Bodies+found/49906872001/50183015001/626680969001	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
280	http://link.brightcove.com/services/player/bcpid49914031001?bclid=0&bctid=625392190001	10/7/10	VisualContentAnalysis Screen Captures2.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
281	: http://www.ctnow.com/videobeta/ee0e58bd-3919-4ac2-873f-45f6675b2d3a/News/3-Shot-One-Dead-In-Hartford-10-7	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
282	http://www.ctnow.com/videobeta/7c45a452-995f-445f-9786-d9f4cac4bf1c/News/Rethinking-The-Death-Penalty-10-6	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
283	no file created		
284	no file created		
285	no file created		
286	no file created		
287	http://www.firstcoastnews.com/video/#/News/Some+ Baker+County+Commissioners+Object+To+Tea+Party+Tactics/50619441001/50624658001/626724440001	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
288	no file created	10/7/10	
289	http://www.11alive.com/video/default.aspx#/News/Thief+Steals+School+Kids+Learning+Tools/49906865001/50317397001/627135603001	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
290	http://www.wsbtv.com/video/25306446/?taf=atl	10/7/10	VisualContentAnalysis Screen Captures2.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
291	http://www.cbsatlanta.com/local-video/index.html?grabnetworks_video_id=4359568	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
292	link didn't arrive	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
293	http://www.kitv.com/video/25312080/detail.html?taf=non	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
294	http://www.hawaiinewsnow.com/Global/category.asp?C=6743&clipId=5169003&flvUri=&partnerclipid=&topVideoCatNo=91610&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
295			
296	http://www.kivtv.com/global/Category.asp?c=169854&clipId=5148549&flvUri=&partnerclipid=&topVideoCatNo=92613&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
297	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=812046538	10/7/10	VisualContentAnalysis Screen Captures2.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
298	http://www.fox12idaho.com/Global/category.asp?C=163482	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
299	http://www.fox12idaho.com/Global/category.asp?C=163482	10/7/10	VisualContentAnalysis Screen Captures2.cmproj
300	http://abclocal.go.com/wls/video?id=7712553&syndicate=syndicate&section=	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
301	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1782212750	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
302	http://www.nbcchicago.com/news/green/Addison_Company_Takes_Green_to_the_Extreme_Chicago.html	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
303	link didn't come through yet	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
304	video wouldn't play. See file	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
305	video wouldn't play. See file	10/8/10	VisualContentAnalysis Screen Captures3.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
306	http://www.ksn.com/mediacenter/local.aspx?articleID=4480	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
307	http://www.kwch.com/videobeta/9bc55098-e478-4ea7-bd9d-f9157ad08055/News/Businesses-concerned-about-Hawker's-possible-departure	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
308	http://www.whas11.com/video?id=104564284&sec=553687#	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
309	http://www.wave3.com/category/195955/video-landing-page?clipId=5176746&flvUri=&partnerclipid=&topVideoCatNo=5728&c=&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
310	http://www.wave3.com/category/195955/video-landing-page?clipId=5175229&flvUri=&partnerclipid=&topVideoCatNo=5728&c=&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
311	http://www.wlky.com/video/25319964/detail.html	10/8/10	VisualContentAnalysis Screen Captures3.cmproj
312	http://www.fox41.com/global/Category.asp?c=163829&clipId=5180746&flvUri=&partnerclipid=&topVideoCatNo=0&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/8/10	VisualContentAnalysis Screen Captures3.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
313	http://www.abc26.com/videobeta/55b5127b-9423-42b4-aef7-01822534493d/News/St-Tammany-detectives-identify-52-year-old-Renita-Menzies-of-Slidell-	10/8/10	VisualContentAnalysis Screen Captures3.cmpproj
314		10/8/10	
315	http://www.fox8live.com/mediacenter/local.aspx?articleID=21689	10/8/10	VisualContentAnalysis Screen Captures3.cmpproj
316	http://www.wmtw.com/video/25327429/detail.html?taf=port	10/8/10	VisualContentAnalysis Screen Captures3.cmpproj
317	http://www.wmtw.com/video/25321925/detail.html?taf=port	10/8/10	VisualContentAnalysis Screen Captures3.cmpproj
318	http://www.wbaltv.com/video/25320380/detail.html?taf=bal	10/8/10	VisualContentAnalysis Screen Captures3.cmpproj
319	http://www.foxbaltimore.com/newsroom/top_stories/vid eos/wbff_vid_5471.shtml?sms_ss=email&at_xt=4caf7682e0013163,0	10/8/10	VisualContentAnalysis Screen Captures3.cmpproj
320	http://www.thebostonchannel.com/video/25324488/detail.html?taf=bos	10/8/10	VisualContentAnalysis Screen Captures3.cmpproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
321	did not capture	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
322	http://www.wxyz.com/dpp/news/region/wayne_county/allen-park-middle-school-cleared-after-bomb-sweep	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
323	http://www.wxyz.com/dpp/news/region/macomb_county/guests-get-sick-after-events-at-club-monte-carlo	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
324	http://www.myfoxdetroit.com/dpp/news/local/murder-charges-for-two-teens-who-dragged-another-under-car?CMP=201010_emailshare	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
325	http://www.myfoxtwincities.com/dpp/news/minnesota/coyotes-inver-grove-heights-oct-8-2010?CMP=201010_emailshare	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
326	http://link.brightcove.com/services/player/bcpid47496004001?bclid=0&bctid=628367889001	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
327	http://link.brightcove.com/services/player/bcpid47496004001?bclid=0&bctid=628281850001	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
328	http://www.wcco.com/video/?id=84455@wcco.dayport.com	10/8/10	VisualContentAnalysis Screen Captures4.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
329	http://www.wlbt.com/global/category.asp?c=195965&clipId=5174986&flvUri=&partnerclipid=&topVideoCatNo=15133&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
330	http://www.my601.com/mediacenter/local.aspx?articleID=2591	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
331	http://www2.wjtv.com/jtv/video/detail/3391dfb6-23c1-102e-a6fd-001ec92a4a0d/204513/	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
332	http://www2.wjtv.com/jtv/video/detail/69a142e8-222e-102e-a6fd-001ec92a4a0d/204220/	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
333	http://www.nbcactionnews.com/subindex/video	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
334	http://www.kmbc.com/news/25328038/detail.html?taf=kc1	10/8/10	VisualContentAnalysis Screen Captures4.cmproj
335	http://www.fox4kc.com/videobeta/bce79863-607f-499d-88f0-8fb519f6a16c/News/Man-Convicted-After-Dash-Cam-Captures-Shootout-with-Police	10/8/10	VisualContentAnalysis Screen Captures4.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
336	http://www.kfbb.com/news/local/Dunbar-Trial-Continues-New-Interview-Submitted-104743484.html	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
337	DID NOT RECORD – in cooperation with another local station	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
338	http://www.ktvq.com/player/?video_id=4135&categories=9	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
339	http://www.ketv.com/video/25353548/detail.html	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
340	http://www.ketv.com/video/25353175/detail.html?taf=oma	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
341	http://www.kptm.com/global/video/popup/pop_playerLaunch.asp?clipId1=5188903&flvUri=&partnerclipid=&at1=News&vt1=v&h1=City%20Council%20Debates%20Anti-Discrimination%20Ordinance&d1=96100&redirUrl=&activePane=info&LaunchPageAdTag=homepage&clipFormat=fIv	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
342	http://www.fox5vegas.com/local-video/index.html?grabnetworks_video_id=4369610	10/12/10	VisualContentAnalysis Screen Captures4.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
343	http://www.fox5vegas.com/local-video/index.html?grabnetworks_video_id=4368687	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
344	http://www.ktnv.com/global/Category.asp?c=164911&clipId=5188510&flvUri=&partnerclipid=&topVideoCatNo=81465&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
345	http://www.8newsnow.com/global/video/popup/pop_playerLaunch.asp?clipId1=5188791&flvUri=&partnerclipid=&at1=News&vt1=v&h1=Opportunity%20Village%20Offers%20Bargains%20at%20New%20Location&d1=126166&redirUrl=&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
346		10/12/10	VisualContentAnalysis Screen Captures4.cmproj
347	no file recorded	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
348	http://www.nbc40.net/news/14989/video	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
349	no file recorded	10/12/10	VisualContentAnalysis Screen Captures4.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
350		10/12/10	VisualContentAnalysis Screen Captures4.cmproj
351		10/12/10	VisualContentAnalysis Screen Captures4.cmproj
352	http://www.krqe.com/dpp/home/hit-and-run-driver-kills-skateboarder?CMP=201010_emailshare	10/12/10	VisualContentAnalysis Screen Captures4.cmproj
353	http://abclocal.go.com/wabc/video?id=7719628&syndicate=syndicate&section=	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
354	http://www.myfoxny.com/dpp/good_day_ny/bomb-expert-20101012?CMP=201010_emailshare	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
355	http://www.wbtv.com/global/category.asp?c=195957&clipId=5189788&flvUri=&partnerclipid=&topVideoCatNo=128873&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
356	http://www.wbtv.com/global/category.asp?c=195957&clipId=5188532&flvUri=&partnerclipid=&topVideoCatNo=128873&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/12/10	VisualContentAnalysis Screen Captures5.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
357	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=447098541	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
358	no local videos worked on the site. Ap video worked but not local	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
359	No Fox affiliate listed/or site not working	10/12/10	VisualContentAnalysis Screen Captures5.cmproj
360	no file recorded		
361	no file recorded		
362	http://www.myfox28columbus.com/shared/newsroom/top_stories/videos/wtte_vid_7103.shtml?sms_ss=email&at_xt=4cb8734dc9c1aa8d,0	10/15/10	VisualContentAnalysis Screen Captures5.cmproj
363	http://www.news9.com/Global/category.asp?C=116601&clipId=5186152&flvUri=&partnerclipid=&topVideoCatNo=118433&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
364	http://www.kfor.com/videobeta/1158b459-af9b-400ca-a6-d5d0438db14b/News/Mid-Del-schools-set-bond-election	10/15/10	VisualContentAnalysis Screen Captures6.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
365	http://www.koco.com/video/25402057/detail.html?taf=okl	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
366	http://www.okcfox.com/newsroom/top_stories/videos/ko_kh_vid_2302.shtml?sms_ss=email&at_xt=4cb87b5886ca95df,0	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
367	http://www.kptv.com/local-video/index.html?grabnetworks_video_id=4374519	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
368	http://www.kptv.com/local-video/index.html?grabnetworks_video_id=4374520	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
369	http://abclocal.go.com/wpvi/video?id=7726445&syndicate=syndicate&section=	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
370	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1542369299	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
371	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=28574371	10/15/10	VisualContentAnalysis Screen Captures6.cmproj
372	http://www.wpri.com/dpp/news/local_news/west_bay/cranston-rally-planned-for-rocky-point-bond-question?CMP=201010_emailshare	10/15/10	VisualContentAnalysis Screen Captures7.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
373	http://www.wistv.com/global/category.asp?c=195964&clipId=5216456&flvUri=&partnerclipid=&topVideoCatNo=3851&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv	10/22/10	VisualContentAnalysis Screen Captures7.cmproj
374	http://www.midlandsconnect.com/news/video.aspx?id=529050	10/22/10	VisualContentAnalysis Screen Captures7.cmproj
375	http://link.brightcove.com/services/player/bcpid51295473001?bclid=0&bctid=621083692001	10/22/10	VisualContentAnalysis Screen Captures7.cmproj
376	http://www.kdlt.com/index.php?option=com_content&task=view&id=5727&Itemid=57	10/22/10	VisualContentAnalysis Screen Captures8.cmproj
377	http://www.keloland.com/_video/_videoplayer_embed.cfm?VideoFile=102110fire	10/22/10	VisualContentAnalysis Screen Captures8.cmproj
378	http://www.myeyewitnessnews.com/mediacenter/local.aspx?articleID=564282	10/24/10	VisualContentAnalysis Screen Captures8.cmproj
379	http://www.myfoxmemphis.com/dpp/news/local/102210-brush-fire-continues-to-burn-large-area-in-fayette-county?CMP=201010_emailshare	10/24/10	VisualContentAnalysis Screen Captures8.cmproj
380	http://abclocal.go.com/ktrk/video?id=7741571&syndicate=syndicate&section=	10/24/10	VisualContentAnalysis Screen Captures8.cmproj

Reference	News Video page	Date Screencast Recorded	Camtastia Project Name
381	http://www.click2houston.com/video/25448075/?taf=hou	10/24/10	VisualContentAnalysis Screen Captures8.cmproj
382	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=405211569	10/24/10	VisualContentAnalysis Screen Captures8.cmproj
383	http://www.myfoxhouston.com/dpp/news/local/101020-5-families-lose-homes-over-1-mans-alleged-break-up?CMP=201010_emailshare	10/25/10	VisualContentAnalysis Screen Captures8.cmproj
384	http://www.abc4.com/content/news/top_stories/story/911-Tapes-reveal-details-about-how-two-children/UExfBm_QX0Kv-VhzxgeDw.cspx?articleID=101067	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
385	http://www.ksl.com/?sid=&nid=732&tPage=news#	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
386	no file recorded. Can't navigate to/find hard news videos on site	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
387	http://www.wtkr.com/videobeta/3f4f16ca-0a98-4373-8df6-49dec38d4c3b/News/Mother-of-murdered-infant-speaks-to-NewsChannel-3	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
388	no link sent. WAVY is partner station	10/26/10	VisualContentAnalysis Screen Captures9.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
389	no file recorded. WAVY is partner station	10/26/10	VisualContentAnalysis Screen Captures9.cmproj
390	http://www.komonews.com/news/local/106416518.html	11/1/10	VisualContentAnalysis Screen Captures9.cmproj
391	http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=1161169915	11/1/10	VisualContentAnalysis Screen Captures9.cmproj
392	http://www.q13fox.com/videobeta/c4a477db-a56f-48a4-862d-e9143878aa49/News/BRENTON-MEMORIAL	11/1/10	VisualContentAnalysis Screen Captures9.cmproj
393	no email this or share link. Grabbed web address	11/1/10	VisualContentAnalysis Screen Captures9.cmproj
394	email option available but didn't work. Copied web page link	11/1/10	VisualContentAnalysis Screen Captures9.cmproj
395	no file recorded. No local news videos online	11/1/10	
396	http://www.fox6now.com/videobeta/8e95e22a-42b1-4ddf-85cd-a9a4b210d821/News/10-year-old-Slinger-boy-escapes-from-attempted-abduction	11/6/10	VisualContentAnalysis Screen Captures10.cmproj

Reference	News Video page	Date Screencast Recorded	Camtasia Project Name
397	http://www.wisn.com/news/25652747/detail.html?taf=mil	11/6/10	VisualContentAnalysis Screen Captures10.cmpproj
398	no local videos on this site/ no videos in general	11/6/10	
399	no local videos on this site/ no videos in general	11/6/10	
400	videos won't play. Tried firefox and safari	11/6/10	

APPENDIX C – CODE BOOK

Codebook for Issues of Timeliness in local television broadcast news stories re-purposed for online websites: A quantitative analysis and theoretical model of temporal fixity

TERMS

The following terms, listed in alphabetical order, can be used to guide your use of the coding sheets.

Content Interactivity – Social media sharing or email features and buttons associated with the video player or video on the article page.

Examples of content interactivity include those depicted in the Figure below:

Immediacy – a date or time stamp located on the web page and associated with the story (not within the video).

Examples of immediacy include the following:

Created on: XX date and XX time

Updated on: XX date and XX time

Published on: XX date and XX time

Other examples include dates and times with timezone listings:

(example: Sunday, March 20,2010 at 9:38 a.m. EST)

These types of dates/times that indicate immediacy are usually located within the text box of a video player, above the main text of an article page.

Temporal fixity – a temporal grounding of online materials. An association of a specific date, time, or place where a news event occurred.

Timeliness – the recency of a news story as conveyed to the audience in the hard news video by phrases like:

- This just in
- Happening right now
- Earlier today
- This morning
- Late last night
- Today
- Live at the scene

These are just a few of the examples of verbal phrases reporters and anchors use during the hard news stories. See the example transcript at the end of the codebook for an example of timeliness within a news story (the timely words are highlighted).

You do not need to transcribe the hard news video, but listen for timely cues within the story and use the code sheets to indicate whether or not the elements are present.

Grounding features and visual examples of on screen displays

Girl Shot In Head In Jeffersonville

POSTED: 12:56 am EDT September 25, 2010
UPDATED: 12:56 am EDT September 25, 2010

Email Comments (0) Recommend Share

Rick VAN HOOSE

Jeffersonville police are at the scene of a shooting in the 500 block of Jackson Street where a child was shot in the head.

Figure C.1 – Example of grounding and immediacy features

This is a snapshot of a page from WLKY 32 in Indiana.

<http://www.wlky.com/video/25155508/detail.html>

The visuals within the video include an anchor, a graphic with “late breaking news” Other visuals within the story (not pictured here) include a “Live” graphic, another “late breaking news” graphic, and keybars for the reporter and witness. Below is an audio transcript.

Audio Transcript

Anchor: A young child is undergoing treatment at Kosairs hospital right now after being shot in southern Indiana tonight. It happened at a home in the 500 block of Jackson street in Jeffersonville. That's where Kristen drew is Live with these late breaking details on this story, Kristen what do you have at this point for us.

Reporter: Rick police say the young girl was about 5 years old, she was shot in the head but investigators say her injuries are not life threatening. Police received a call about a child shot around 9 o clock this evening. They say that when officers arrived they found the girl alert and conscious. She's been taken to Kosairs children's hospital. When the shot was fired police say three kids between the ages of 5 and 7 were inside the apartment and adults were sitting outside on the porch. Police are now investigating this incident as an accidental shooting. Investigators don't know where the child found the gun or if it was registered but they are investigating and interviewing people at the scene and others have been taken to the police station for questioning. A neighbor says she was in her apartment when the girl was shot and ran across the street to help.

Witness: I ran over to assist and when I ran over she was laying down, bleeding and crying and um, basically I just assisted the mom with her, trying to calm her down and that's when the officers arrived.

Reporter: Now police have cleared the scene here for the most part tonight but they did send an officer to Kosairs children hospital to check on the girls condition and to speak with one of her parents there. Live in Jeffersonville, I'm Kristen Drew WLKY news.

End of Transcript

Notice how the local tv news video, which was originally broadcast on television contains several timely cues. For example, the anchor used the words "right now" to indicate the timeliness of the story as well as stating to the audience that the reporter was there "live".

Navigation link to a page with mostly videos: Question 14.

The following are examples of pages that contain **mostly videos**.



Figure C.2 - An example of a video player page with smaller thumbnails on the right hand side of the page



Figure C.3 -An example of a type of news video player with smaller thumbnails below the player and to the side of the player

NBC Michigan Hard News Story – Second Example Transcript of aural timeliness

Michigan NBC 173

[00:01:02:28]	
Anchor 1:	An urgent call “evacuate students” that was the scene this morning at Allen Park middle school after Police find something suspicious.
Superintendent:	Based on all the information we thought it would be best to evacuate our kids via our crisis plan and then call in the Michigan State Police
[00:01:26:13]	
Anchor 1:	Good afternoon. Thank you for joining us, I'm Rhonda Walker. This started with an incident at a house in a neighboring community and that's what prompted police to call Allen Middle School and then have the students evacuated immediately into another high school nearby. Jim Kiertnzer is following the story for us now , and Jim, I understand a little more than an hour ago police have now given the all clear sign?
Reporter Jim Kiertnzer :	Yup, the students are back in for the rest of the day's session. This started during the overnight hours north of here in Dearborn Heights. Police responding to some sort of family dispute with a distraught man. They took him into custody, they searched his house and found two pipe bombs as well as, get this, a map to this (points to the school behind him) Allen Park Middle School. Giving the entire layout of the school. They also called the Authorities here and it was the superintendent at the beginning of the school day who decided to evacuate and search.

<p>[00:02:21:13]</p> <p>John Sturock Superintendent:</p> <p>Reporter:</p> <p>John Sturock Superintendent:</p>	<p>We could not find it. Based on police investigations over the course of the morning there was no connection between this man and our school.</p> <p>No Family connections? No employment connections of any kind?</p> <p>No family connections, no none at all.</p>
<p>[00:02:32:10]</p> <p>Reporter:</p>	<p>This is what nine hundred and fifty students look like on the move, they were moved out of Allen Park middle school first thing this morning with a potential bomb threat. The school was sealed off with local police and two state police canine units were brought in to do a sweep of the school.</p> <p>While this was going on, word filtered through the community and beyond.</p>
<p>[00:02:53:09]</p> <p>Mickey Roberts:</p> <p>Reporter:</p> <p>Parent:</p> <p>Reporter:</p> <p>Parent:</p>	<p>I work in the city. And I probably shouldn't say this but I did 90 (mph) home to my kid and they didn't even call us.</p> <p>Parents watched the school from nearby while getting texts and cell phone calls from their kids.</p> <p>(reading a text) Hey dad it's Brooklyn. There's a bomb threat at my school and I'm at Cabrini church. So she's letting us know that she's doing ok. Her and her brother are fine.</p> <p>And how did you feel after getting that?</p> <p>Uh, happy. At least I know they are safe</p>

[00:03:22;22]	<p>Reporter: The tension lasted more than two hours until the canine search was over and the all-clear was given.</p> <p>Parent: I saw them walking and I knew they were safe. They were just following protocol. I talked to the police and there was some kind of incident, they didn't know what, but the kids were safe.</p>
[00:03:42;23]	<p>Reporter: While classes are back on now, some parents have decided to take their kids out for the rest of the day. As far as those two pipe bombs they are confiscated and we have been told that they have been disposed of safely and nobody has been injured in that. That man, up the road in Dearborn heights, is in custody.</p>
[00:03:58;16]	<p>Anchor: Alright Jim, now what about these parents? It sounds like they weren't notified. Does Allen Park middle school have a system to notify parents and they just decided not to?</p>
[00:04:08:23]	<p>Reporter: They do. I asked the superintendent. They have the system in Wayne county where they can put out an email and a voicemail blast to parents. But the parents have to sign up for it and he tells me that they will probably put out a flyer telling parents how to do that today.</p>
Anchor:	Yes, and I'll be 100% of those parents will be signing up, Jim. Nice tie by the way.

APPENDIX D – TIMELINESS, CONTENT INTERACTIVITY, AND TEMPORAL FIXITY CODE INSTRUMENT

Name of Coder _____ Date of Screencast **Recording** _____
 Camtasia Capture ID _____ Date of Screencast **Coding** _____
 Random Sample ID _____

Circle only **one** number when coding each question.

Screencast Navigation

1	Does the television station have a website? Yes (1) No (0)
2	Was the video local news? Yes (1) No (0)
3	Was the video found using the “video” link or the “news” link as the first navigational choice? Video Link (1) News Link (0)
4	Did the chosen video play or did the video never load? Played (1) Did not Play/Load (0)

Visuals and Audio within the Hard News Video

Timeliness Features (present or not)

5	Yes (1) video	No (0)	“Live” Graphic on screen during the
6	Yes (1)	No (0)	Audio contains “today”, “last night” “right now”, etc. (see codebook for additional terms)

Grounding features within the Hard News Video

Grounding Features (present or not)

7	Yes (1)	No (0)	Anchor introduction to story
8	Yes (1)	No (0)	Keybars listing names and/or places
9	Yes (1)	No (0)	Station Clock graphic within news video (at any point)
10	Yes (1)	No (0)	News Station opening sequence (“5pm news” graphic)
11	Yes (1) I’m	No (0)	Reporter Outtro – ex: “In Greensboro, Monica Winslow, CBS News”

Temporal Fixity within the Hard News Video

12	Yes (1)	No (0)	Graphic or animation before or after news video that indicated time and date of original TV broadcast?
13	Yes (1)	No (0)	Audio voiceover before or after news video that indicates time and date of original TV broadcast date?

Navigational Link takes you to a page with mostly videos

14	Yes (1)	No (0)	Was the video on a page with mostly links to other videos? (not an article page with a single video player, see codebook) If "No" mark "Not Applicable" for all of the next questions within this section.
15	Did the video player offer a summary button or visible summary area? (If "No" mark "NA" for the next question)	Not Applicable (2)	Yes (1)
16	Did the summary button offer a "complete" summary, summary fragment that was "cut off", or no summary?	Not Applicable (4)	Complete Summary (3) Fragment (2) No Summary (1) Not Sure (0)
17	Did the summary button area have text that indicated a date and time of the original news broadcast?	Not Applicable (5)	Date and time (4) Date only (3) Time only (2) No Date/Time (1) Not Sure (0)
18	Did the video player offer a headline text within the player or the video story icon other than the link to the story? (If "No" mark "NA" for Q 18 and Q 19)	Not Applicable (2)	Yes (1) No (0)
19	Was the headline a complete sentence or "cut off" mid-sentence	Not Applicable (3)	Complete (2) Cut off (1) Not Sure (0)
20	Did any text associated with the video indicate the date and time of the original news broadcast? (ex: 11pm news on 10/22/10)	Not Applicable (5)	Date and time (4) Date only (3) Time only (2) No Date/Time (1) Not Sure (0)

21	Did the video player offer a closed captioning button? (If "No" mark "NA" for the next question) Not Applicable (2) Yes (1) No (0)
22	Was the closed captioning button able to be clicked? (may be available but grayed out, so it's not clickable) Not Applicable (3) Clickable (2) Grayed out (1) Not Sure (0)
23	Did the video player contain an "uploaded on" date? (If "No" mark "NA" for the next question) Not Applicable (3) Yes (2) No (1) Not Sure (0)
24	Was the uploaded on date listed by date, by date and clock time, unable to determine, or not applicable? Not Applicable (3) By Date only (2) By Date and Time (1) Not Sure (0)
25	Did the video player contain a "share this" or "email" function? Not Applicable (2) Yes (1) No (0)
26	Did the email link for video arrive in the inbox? (consult master spreadsheet using Camtasia ID to find the matching link or any comments about link not arriving. If "no" or "no email link" mark NA for Q27.) Not Applicable (4) Yes (3) No (2) No Email Link Option (1) Not Sure (0)
27	Did the email link take you back to the same video you just viewed? Not Applicable (5) Yes, Same Video (4) Yes, same video but different page (3) No, different Video (2) Video Unavailable/video not found (1) Not Sure (0)
28	Could the audience comment on videos? Not Applicable (3) Yes (2) No (1) Not Sure (0)

Article page with a video

If you selected “Yes” to question 14, choose “No” for the first question in this section and “Not Applicable” for the remaining questions in this section.

29	Yes (1) with a	No (0)	Did the link take you to an article page video? (not a page with multiple videos, but mostly text and a smaller player: see codebook) If “No” mark “Not Applicable” for all of the next questions within this section.
30	Did the web page have section of text associated with the story? (If “No” mark “NA” for the next question)	Not Applicable (2) Yes (1)	No (0)
31	Was the text a short several line summary or a longer article? Not Applicable (3) Several-line summary (2) Longer Article (1) Not Sure (0)		
32	Did the text area have body text that indicated a date and time of the original news video broadcast? Not Applicable (5) Date and time (4) Date only (3) Time only (2) No Date/Time (1) Not Sure (0)		
33	Did the text area contain phrases like “today,” “last night,” “early this morning, live at the scene.” Not Applicable (3) Contained (2) Did not contain (1) Not Sure (0)		
34	What percentage of the text within the article matched almost verbatim to the audio within the video hard news story? Not Applicable (4) 100-80% (3) 79-50% (2) Less than 50% (1) Not Sure (0)		
35	Did the web page have a “created on” date for the web page? (If “No” mark “NA” for the next question)	Not Applicable (2) Yes (1)	No (0)

36	Did the web page “created on” date indicated the date and time of the page creation, the date only, the time only, or not sure? Not Applicable (4) Date and time (3) Date only (2) Time only (1) Not Sure (0)
37	Did the web page have an “updated on” date for the web page? (If “No” mark “NA” for the next question) Not Applicable (2) Yes (1) No (0)
38	Did the web page “updated on” date indicate the date and time of the page creation, the date only, the time only, or not sure? Not Applicable (4) Date and time (3) Date only (2) Time only (1) Not Sure (0)
39	If the web page contained both a created on and updated on date field, were those dates the same numbers/date at the time of the screencast recording? Not Applicable (3) The Same (2) Different (1) Not Sure (0)
40	Which Share or email link did the screencast recorder use to email the video link? Not Applicable (5) Video (4) Article Page (3) One link offered for both (2) No link offered (1) Not Sure (0)
41	Did the email link for embedded video arrive in the inbox? (consult master spreadsheet using Camtasia ID to find the matching link or any comments about link not arriving) Not Applicable (4) Yes (3) No (2) No Email Link Option (1) Not Sure (0)
42	Did the email link take you back to the same video you just viewed? Not Applicable (5) Yes, Same Video (4) Yes, same video but different page (3) No, different Video (2) No, no video at all/video not found (1) Not Sure (0)

Additional Items that can lead to further research

43	Yes (1) No (0)	Advertisement plays in front of news video
44	Yes (1) No (0)	Social network sharing options visible?
45	What is the station’s Main affiliate? (If more than one, choose the first listed) NBC (4) CBS (3) ABC (2) FOX (1)	