

If a crew does not appear at an event, the story may still be covered. Usually about half of the television news stories are delivered by the anchorman, perhaps with a picture backdrop.

Emil Fisher, Jr., in a doctoral dissertation for the University of Wisconsin, offers some insights on an increasingly useful method of garnering media interest in an event -- the Public Relations News Wire. Fisher found that both print and broadcast media tended to use a greater percentage of releases received via the PR newswire system. "Business news was the most frequently used subject category."

There are usually four local newscasts a day. A five-minute morning news summary is normally included as part of a national morning variety show such as "Today" or "Good Morning America." (CBS has a half-hour newscast only.) News talent might then host or participate in a local version of that national variety program: "Seattle Today," for example. Regional stations are delighted when the network takes a story from them. Canadian press officers around the country thus have a chance to provide a national story.

News at noon includes most of the previous evening's top stories and sports summaries plus any top stories covered by the morning camera crew.

The major local newscast is delivered in the 5 p.m. to 7 p.m. time slot. Most stations still rely on the standard news, weather, and sports allotment. Due to competition in larger markets, some channels have expanded to an hour or even two hours of news and feature coverage. WNBC, New York, is an example. Two anchormen split the two hours of airtime, and supervise a flow of hard news, business and consumer reports, theater and entertainment revues, and sports.