

THE PENNSYLVANIA STATE UNIVERSITY

SCHREYER HONORS COLLEGE

DEPARTMENT OF JOURNALISM

TREND-SENSE: AN ORIGINAL TELEVISION PROGRAM PITCH

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SPRING 2015

A thesis

submitted in partial fulfillment

of the requirements

for a baccalaureate degree

in Journalism

with honors in Journalism

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ABSTRACT

Infotainment programs have become extremely popular on television. Audience's need for entertaining and informative content allows for the discussion and opportunity for more infotainment programs to be developed. *The Daily Show* is a trailblazer for infotainment programming and has become one of the most popular shows on television. The internet has allowed news-media to develop beyond the simple posting of a news story and is now more about the sharing and participation involved with that story. Combining infotainment and the internet creates a unique opportunity for television.

This thesis will present an original television show pitch inspired by *The Daily Show* and the internet. Beginning with an idea from CNN President Jeff Zucker and streamlined by an understanding of infotainment based on *The Daily Show* and web culture, *Trend-Sense* is born. This thesis concludes with a pitch and sample script for the television industry. The pitch and script convey an opportunity that exists to create engaging, funny, and informative television, based on the digital-trending news of the day.

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ACKNOWLEDGEMENTS

I would like to thank all the people who played a role in my academic and personal development at Penn State. First, Kathleen O'Toole for encouraging my creativity and keeping my comma use in-check. Also, thanks to my many advisors on all fronts of my personal academic experience: Russell Frank, Stephanie Fuss, Mark Hinish, Sue Sherburne, Kyrie Harding and Shelley Wilk.

My success at Penn State would have been impossible without my involvement in Athletics. I would like to thank Craig Brown and Meg Marco for encouraging my participation on the diving and cheerleading teams at Penn State.

Finally, I would like to thank my parents and sister for all of their love and support for any of my wild endeavors.

1. Introduction

Television news is changing. Nightly news programs are losing audiences, while entertainment television programs based on the news or topical matters are not only maintaining their figures, but becoming more popular. The internet, mixed with other forms of digital technology, is also the most important medium for disseminating the news today. In 2014, 50 percent of Americans received their news from a digital source (“State of The,” 2014). The concept of viral topics, trends, and stories, has maintained strength well into 2015, with social media users continuing to share, post, send, like, and retweet news that is important to them. However, audiences are fragmented. A BuzzFeed reader is not the same as the *60 Minutes* regular and a *Serial* listener is not the same as the *Huff-Post Live* viewer. The good news is that people are still interested in news, and news agencies are providing all types of news, just in different forms and places. However, there is sometimes a missing link between the most popular mediums for news consumption: internet and TV. This missing link will be part of the exposition for this thesis.

The news landscape is both confusing and disjointed. The media is not only in a state of change, but in a state of disorganization. Young citizens of the world may find it hard to consume a news medium that provides them with stories they want to know when they want to know them and covered in a way that is aimed directly aimed at them. Some may appreciate the depth of a *60 minutes* piece, the internet-centric approach of Buzzfeed, and the entertainment of the *Colbert Report*. The purpose of this thesis is to find a calculated happy medium among all the

different types of media offering news today and to develop a broadcast program that is fit for 2015 and to build an audience invested in the news in 2015.

An Ideal Program

In a question and answer session with President of CNN Jeff Zucker, he shared that his ideal program would be a mix of *The Daily Show* with Jon Stewart, and the first half hour of the *Today Show*. That makes sense—entertainment value mixed with the most important stories of the day. At first it seemed as if the show’s concept was aimed at two very different audiences: one that is looking for a hint of satire, commentary and entertainment, and one that is looking for a comprehensive review of the day.

However, the audience can be quite singular. The audience is a generation of young people who have grown up with television and infotainment. People who enjoy watching TV, being entertained, and being informed about the world. Zucker’s concept is a television program that many would want to watch and something that is based in today’s media climate. But, it is missing one thing that may be important to audiences and the media. It is missing the Internet.

Plus the Internet

While browsing the internet, some may see news stories that are popular online, but not covered in the traditional print and television news formats. Many times on Reddit or Facebook, stories that have millions of likes, shares, and views, are littered with comments like: “Why isn’t this getting covered on TV?” or “Why won’t they talk about this on the news?” Often important stories to internet users only exist in cyberspace. Along with the beginnings of Jeff Zucker’s

ideal program, an injection of what's trending, viral and popular on the internet, will take broadcast news into the future.

While news agencies include the ever-necessary hashtag, segments based on viral news, and even concepts of programs claiming to be inspired by social media, there hasn't really been a definitive moment of synergy between the internet and television news. Nor has there been a program that has been widely praised for its inclusion of the digital world. That being said, the digital sphere and social media are the biggest tools for the news industry today and should be harnessed to power the direction of on-air news. This power will be used through aggregation, by taking the popular stories as they originally appear on the web. Whether these stories come from news giants like CNN or the New York Times, or specific blogs and tweets, they will all get a *Trend-Sense* twist.

An Original Program

To make an original television program, inspired by Zucker's idea, and with a blast of the internet, it may be easy to lay out the future of news broadcasting in a program that caters to an audience eager for entertainment and news. This thesis will present a pitch for broadcast program called *Trend-Sense* that will consist of the following components:

- A presentation of research and literature review related to the first source of inspiration, *The Daily Show*.
- A section dedicated to understanding the role the internet can play in the production.
- A discussion based on the research and how it was used to inspire and create the space for *Trend-Sense*.

- A detailed description of the program that identifies the show's premise, content and production.
- An elaboration on where *Trend-Sense* would most likely fit within today's media landscape and where it could be produced.
- An industry standard pitch of the program followed by a sample rundown and script from one day of news to demonstrate the possibility of bringing this program to life.

The goal of this thesis is to create a tangible piece of scholarly work that can then be transferred into the television industry.

2. Infotainment Today and *The Daily Show*

What is infotainment?

News as entertainment has not always been embraced by scholars, journalists, or even audiences. However, developments in infotainment over the past 10 years or so, has influenced a change in the industry and even the thoughts of those who were previously critical of this developing style of news delivery.

Infotainment can be defined as: “an explicit genre mix of ‘information’ and ‘entertainment in news and current affairs programming” (Thussu, 2008) or as: “blending together the presentation of informing and entertaining within content focused on news and current affairs” (Lilleker, 2006).

Infotainment is rife in today’s media, and is seen across all types of media platforms and programs. One of these programs, *The Daily Show* with Jon Stewart, is one of the inspirations behind *Trend-Sense* and the essence behind creating a program that engages a viewer through entertainment. The program’s satirical and comedic style promotes the need for accountability and common sense concerning current affairs, government and politics. It is also one of the components of Zucker’s concept that I have now blended with my own.

***The Daily Show*, a signal of the times.**

The Daily Show is a 30-minute, pre-recorded, satire-based news program. At the publication of this thesis, it airs on cable’s Comedy Central at 11pm (EST) on Monday through

Thursday evenings. Each episode offers a satiric interpretation of politics and current events, interviews with politicians, authors, celebrities, and segments featuring several comedian correspondents (Feldman, 2007). The show garners about 2.5 million viewers a night, making it the most watched late-night program and one of the most habitually watched programs across television (“Ratings-*The Daily Show*,” 2013).

The popularity of *The Daily Show* and its effect as an infotainment program has fascinated scholars, many who have found that the program has had various positive effects on the industry and audiences. One of the biggest concerns is whether or not this comedy show can actually portray the news in a credible and reliable way. Studies have found that it has, and that sometimes it has beaten news organizations in breaking and covering some of the most important stories over the past fifteen years.

For example, more than a decade after the invasion of Iraq, it is apparent that during the war, news networks may not have done their jobs completely and efficiently. The most notable and often best news coverage on the subject of the Iraq war was to be found on *The Daily Show*. Taking on journalism’s watchdog role, Stewart vigorously attempted to hold officials and newsmakers accountable and practically broke the story on the Halliburton no-bid contract connection to the Bush administration (Mickey, 2003). While *The Daily Show*’s use of laughs is central to the show’s staff, it hasn’t stopped its staff from performing expert and credible journalism, albeit presented in a comedic manner.

Research and contemporary critics have found that the inclusion of comedy and this mixed style of news and entertainment demonstrates that *The Daily Show* represents an example of journalism adapting to change (Feldman, 2007). This change is “using comedy and satire to mock the conventions of mainstream news and the politics it reports.” The change and style of

presentation has facilitated Stewart's ability to tell us as much or more about the world in which we live than many of the legitimate TV news sources that he often makes fun of (Rosenthal, 2003). The program is giving perspective to audiences on all fronts, allowing viewers to see more than just what they are told on a regular news format. Stewart and *The Daily Show*, routinely examines the industry itself, and the current events that the industry covers, to provide a critical understanding of current affairs.

The Daily Show's other strength is that it takes advantage of knowing about people's political and civic development. Research has found that entertainment and popular culture play important roles in young citizens' political development. The show's audience, especially young adults, has been found to appreciate the sarcasm, irony, parody, and satire as related to popular culture and current affairs. This also counteracts the fears that young adults would favor the tabloidization and spectacle-oriented news presentation. Rather, audiences want to be informed, just as much as they are entertained.(Feldman, 2007) The entertainment value allows for colorful storytelling which journalism sometimes leaves out, due to the desire to stay unbiased and objective.

Audiences are also not committed to the known rituals and illusions of objectivity. They would rather be engaged by the news that is presented, specifically, removing the emotional indifference that is presented by news agencies to present a fair and balanced story, something that Stewart has been able to do well (Mindich, 2005). Another reason why audiences may respond to programs objectivity in a non-standard ways is that the credibility of the nation's and world's leading new sources have been undermined frequently by lapses in traditional journalistic standards. Scandals of unsound sources, storytelling, and acceptance of government funds to promote stories has certainly had a negative effect on the waning audiences

of the standard news format (Feldman, 2007). Most recently, the Brian Williams scandal at NBC news has called into question the way audiences and newscasters convey trust, credibility, and objectivity. That some have even called for Stewart to replace Williams at the nightly news desk, speaks volumes to the developed trust audiences have found with America's leading infotainment presenter (McCoy, 2015).

It has also been found that those tuning in to *The Daily Show* are just as informed as, or more informed than the average news viewer and participate in civic engagement at a higher level. Lauren Feldman, a leading scholar in infotainment and Daily Show studies, from the University of Pennsylvania, has found that "*The Daily Show* promotes interest in news and politics and that young people who watch *The Daily Show* are also more knowledgeable about politics than non-viewers" (Feldman, 2007). This interest in news, politics, and current affairs, is not only satisfied by *The Daily Show*, but creates a thirst for more information and participation in the average viewer.

This viewer is then likely to turn to other formats of news to develop further understandings and knowledge of their interests. There is also evidence to suggest that *The Daily Show* and other late-night comedy serve socializing functions, encouraging viewers to reach for other forms of news so that they have the context necessary to continue to appreciate and understand the topical humor that is presented (Young and Tisinger, 2006). This means that news as we know it is not dying, but allowing for a fresh presentation that encourages a thirst for more information beyond that same program.

This socializing function, is one of many that has also been found to be developed perfectly by infotainment programs, including *The Daily Show*. The goals and purposes of the democratic news process have not been lost, but reinterpreted by infotainment and its effects.

Studies have found that infotainment programs like *The Daily Show*, promote civic-oriented behaviors by triggering mental reasoning and elaboration of news events, which subsequently promote individuals' participation in public affairs (Gil de Zúñiga, 2015). Other research has agreed, saying "news as an irony and entertainment still embraces hegemonic ideals of genuine public communication, the importance of caring about 'what is going on,' and the downplaying of power and interest." This embrace furthers civic engagement that news and journalism has always tried to create (Vidali,2010).

The Daily Show, not alone anymore

Jon Stewart has said that: "I have not moved out of the comedian's box into the news box. The news box is moving towards me" (Stelter, 2010).

The Daily Show is certainly a maverick in the infotainment format, but it is no longer alone. Up until 2015, *The Colbert Report* shared the spotlight with *The Daily Show*, a similar satire program with slightly less viewership, but still very popular. There are many other examples of infotaining shows including: *Last Week Tonight* with John Oliver, *@Midnight* with Chris Hardwick, *The Nightly Show* with Larry Willmore, *Chelsea Lately*, and *Weekend Update* on *Saturday Live*. Infotainment is not limited to comedy and satire. For example, CNN's presentation of a *Quiz Show* in early 2015 featuring Anderson Cooper as host and other personalities from the network answering questions to win points in an entertaining fashion. (Feldman, 2015). Infotainment is also not limited to reality-based programing, including programs that entertain storylines based on news and current events, like *House of Cards* or *Law*

and Order SVU. While these programs are fictional, they require a knowledge of topical events and understandings of societal and governmental affairs.

More shows and programs are based on the infotainment format, while standardized news formats are losing audiences. Evening news viewership has fallen more than 56 percent since 1969, and 51 percent since 1980 (“State of The,” 2014). While not all news audiences are gravitating directly to *The Daily Show*, other outlets for infotainment news and current affairs have developed. Along the way, though, there have been several moments that have emphasized a shift to infotainment formats. Daya Thussu, a media scholar, notes that one of the notable moments in the shift to infotainment were when Bill Clinton answered questions from a MTV audience in 1996 and when Arnold Schwarzenegger announced his candidacy for governor of California on *The Tonight Show* with Jay Leno in 2003, and the pervasively mentioned popularity of *The Daily Show* is further evidence of this shift (Thussu, 2008). These significant moments signal a change in how society wants to look at important affairs and how media outlets are making more of an effort to inform and entertain at the same time.

News has also often been presented as entertainment on both daytime and late night television. Talk show hosts such as David Letterman often include topical and current events in their monologues and presentations. Daytime panel shows and programs discuss current events, informally with no pretense of objectivity, like round-table discussions on *The View*. Research shows that audiences appreciate personalities debating, joking, and commentating on current affairs, news, and politics, and may subsequently develop an interest and participation in public affairs (Vidali, 2010).

Other scholarship has also found that satire and infotainment programs provide information, not just mock it, as well as encouraging viewers to actively participate in the

democratic process. In their book, *Is Satire Saving the Nation?*, Sophia McClennen and Remy Maisel argue that satire programs, including *The Daily Show*, are generating the same outcomes that journalists also want to create: political discourse and civic participation. No one ever said the fourth estate couldn't be funny, satirical, or entertaining, and that is why it works just the same (McClennen, 2014). *The Daily Show*, and the many similar infotainment programs and moments, have allowed for a different kind of journalism than we are used to. This kind of journalism allows for humor, subjectivity, and creative license to inform audiences.

3. The Internet and Social Media

The media and news industry have also been part of unprecedented transitions with the rise of the internet and social media. Understanding the effects of a massive digital revolution is difficult, but scholarship has been quick to identify conclusions of the Internet's effects that are relevant to this thesis. The most recent and important scholarship relating to this thesis underlines a very similar motive behind the importance of the web and social media today: viral and trending media.

Taking Trends and Viral Situations

The growth of sharing, liking, retweeting, and up-voting, has created an internet centered on viral and trending content. However, viral information has a historical context that is not tied to the internet. Our history is littered with moments of viral situations. An example is the arrest of Rosa Parks and the subsequent boycott of the bus system by blacks. There was no internet to spread the word of Parks' situation, only word of mouth and flyers. Yet, in just a few days, almost 40,000 blacks knew of the arrest and boycott (Nahon, 2013). Now, with the power of the internet, a tweet, post, or news story, can reach millions within a few minutes.

One recent news story that embodies the viral phenomenon of the internet, was the announcement of the raid on, and killing of Osama Bin Laden. First disclosed on Twitter by Keith Urbhan, chief of staff for Donald Rumsfeld, the news spread across the internet before it could be announced by news agencies or the President (Nahon, 2013). Viral and trending content is not always related to news, but sometimes becomes news itself. One example is the now

infamous black and blue or gold and white dress, which dominated the internet on February 26, 2015, and dominated headlines the following day. The image of the dress, originally posted to Tumblr, divided the internet because it was perceived as either one set of colors or the other. The image was shared across all social media platforms and was an overnight sensation.

In *Going Viral* a book aimed at developing an understanding of the science behind trending and viral internet content, author Karine Nahon identifies the “heart of virality” and trending material. The heart or essence of viral content is the decision of people and organizations to share content. The things that agents decide to share and the rate at which they are shared creates the opportunity for a viral-moment (Nahon, 2013). This understanding is a reminder that the internet is a space where people and agencies are participating and collaborating to create a community of knowledge.

Participation and Collaboration

In 2015, the web is saturated with participatory mediums aimed at benefiting democracy and community. One of the most important examples of this behavior is through the foundation of and processes of one of the internet’s most important resources, Wikipedia. In today's culture, collective expertise carries as much or more weight than scholarship or deference to titles. And while fewer than 45,000 people are actively contributing to the nearly three million articles on the site, people know that anyone can contribute. This process then creates a system in which there is a developed trust in the culture of the site (Skoler, 2009).

This idea of sharing, contributing and producing content is also the foundation of social media. The growth of Facebook, Twitter, Reddit, Digg, etc., have had major effects on the

internet and how we use it. Social media sites, especially Facebook and Twitter, underscore the Web's transformation to a participatory medium in which users collaboratively create, evaluate, and share information (Lerman, 2006). Sharing, and contributing to content on the internet has become a part of modern life. "People forward newspaper articles to their friends, pass YouTube videos to their relatives, and send restaurant reviews to their neighbor, and so on. Research has shown that 59% of people report that they frequently share online content with someone they know and someone tweets a link to a New York Times story once every four seconds" (Berger, 2012).

Early studies of social media limited the potential power of the digital networks in the larger media system, some saying that their purpose remains primarily social. Users keep in touch with friends, plan social events, and share their likes and dislikes within their own personal network. But the increasing presence of traditional media outlets, blogs, and independent agencies proves that this is wrong (Glynn, 2012). People are now able to share not only their own lives, but the news, events, and happenings around them. This is because those traditional outlets have adapted to online formats and continue to do their jobs in a different space.

While many in academics and industry did not initially recognize that social media would have a major impact on news itself and news media, it is now apparent that social media is useful to the creation of news and the news experience. One study found that:

It is evident that social media facilitates a type of journalism in which the audience is much more involved in the news-creation process, where feedback happens in real-time and users have the opportunity to interact with each other. This feedback and interaction

could potentially create a richer news experience for the user, especially compared to traditional media outlets where one-way communication mostly took place.

And:

By logging on to the right channels, a news organization can have an "inside informant" in every sphere of society helping them to find the latest information, while at the same time providing a platform on which it can converse with its audience on the topic.

(Stassen, 2010)

These conclusions are representative of scholarship. They're important because they emphasize what is happening in the real world. What is happening is that social media sites underscore the Web's transformation to a participatory medium that can be used as a tool for news media. Further, participants in digital media expect to play a part in the creation of media, not just receive it and people expect to share information and be a part of it, not fed it (Skoler, 2009). Sharing information is important because there is a process in which things are shared across platforms, devices, and users. When we think digital, we sometimes think automatic, however, the process of sharing takes not just a click, but a desire to spread or acknowledge information that is believed to be important. There is an active nature to the internet which allows for the creation of viral and trending material.

For example, Digg and Reddit are popular social-media websites because they are about collective wisdom, understanding and trust. These social sites help people find relevant news based on who is recommending stories. Anyone can play, even if experienced and dedicated

users have an advantage (Skoler, 2009). Digg's and Reddit's functionality is very simple: users submit stories they find online, and other users rate these stories by voting (Lerman, 2006). Reddit, specifically, can be sorted by the most liked, or upvoted, content streams of the hour, day, week, month, Yeahhr, and since the founding of the website. This process is a crowdsourcing opportunity of interest that supplies a group of users with a sense of what's important. On any of the news oriented categories on Reddit, referred to as a Subreddit, news stories are crowdsourced, by up-votes and down-votes, essentially active moments by users, to gain visibility.

Whether on Reddit, or Facebook, or Twitter, there is an opportunity to harness the power that has evolved in a participatory internet. While it may not redefine how the news is made, or reported, there is an opportunity to see what people find important through what they are sharing.

4. **Imagining Trend-Sense**

In *Your News in 140 Characters or Less, Exploring the Role of Social Media in Journalism*, Wilma Stassen concludes that the way forward in today's Internet-integrated society is for traditional news organizations to realize the value of social media, and instead of competing with it for the user's attention, embrace it (Stassen, 2010). By using social media as a source for an understanding of popular content, it can be embraced to create a concept for a television program format.

Trend-Sense comes together here. Inspired by Zucker's suggestions of infotainment with the embrace of internet, a television program can be developed. A focus on infotainment and content that has experienced popularity and virality online will make the show an original. The importance of infotainment, as outlined by a look at *The Daily Show* and its contemporaries, underlines the inspiration and importance of delivering news in an engaging way that can be just as credible and informative as the standard news program. Satire, comedy, and entertainment value all play a part in capturing a growing audience that is thirsty for news that encourages engagement beyond a standard anchor and reporter and simple informative news-reading.

Also, the growth of internet culture, participatory culture, and a medium in which producers can gauge popular, trending, and viral stories allows for the production of a program that uses the web as a tool to drive editorial content. People essentially perform the editorial process of pitching stories for producers and will allow a real-time and pertinent scale of what people are interested in, aware of, and find important. For this program, there shouldn't be an excuse for not providing audiences and viewers with information that they show interest in because it is available to producers from all corners of the internet. Yes, news agencies are still doing their own reporting, covering stories in a traditional format, and publishing them on

standard media. However, the program would allow for an aggregation of these news stories, to create a rundown that is in part determined by the internet public.

Emerging from these ideas is *Trend-Sense*, an original television show pitch. The name “Trend” comes from the idea of trending news, and “Sense” being derivative of not just generating a sense of what is going on in the world, but an appeal to common sense—an appeal that is often emphasized on *The Daily Show*. To get that “first half-hour” of the *Today Show* vibe, it would be important to start each show with a set of leading trending stories of the day. From there, various segments would allow for a diverse and creative program that allows for an easy flow of comedic, satirical, and aggregated news content. The following sections outline a more specific look and suggestions for the program.

5. *Trend-Sense* Specifics

Trend-Sense will be a live daily 30-to-60 minute program, with 4-5 main blocks consisting of content drawing heavily upon the news of the day and with a focus on the most popular, trending and viral stories online. It is suggested that the show air Monday through Friday, or Monday through Thursday to fit with other infotainment programs. The show would best be featured in either late prime-time or late-night television. *Trend-Sense* will be anchored by a single anchor, male or female, and feature correspondents who will be specialists in certain topics (Business, Government, International Affairs, Media, etc.). Content will be organized and written by the anchor, writers, correspondents, and producers. Obviously, as breaking news develops, stories that have precedence over something planned or organized prior to broadcast will be able to fill time. In these cases, I am referring to unplanned news events.

The show will feature various segments that are either permanent fixtures of each nightly show, that are drawn from a group of various segments designed to be used interchangeably and creatively as certain topics or stories arise. Each *Trend-Sense* will begin with a designated news block, similar to the first blocks of the *Today Show* or *The Daily Show*. Each nightly program will feature a dedicated block to a certain story or topic to allow for a more in-depth coverage of a certain topic. This block may feature guests, packages or interviews, but will be limited to a single story for the block's duration. *Trend-Sense* will also end each night with a segment taking an editorial stance on a certain topic or story by the anchor or possibly a correspondent.

It is also suggested that *Trend-Sense* creates a website that works and corresponds with the shows production, highlighting stories that are on the show each night or previewing stories for upcoming newscasts.

Editorial and Content Direction

The content of *Trend-Sense* episodes will be determined based on the trending news of the day, as aggregated by using various social news platforms, like Reddit, Twitter and Facebook, to establish a diverse group of stories that cover a spectrum of topics, but not limited to: Government News, Business News, International News, Scientific News, Entertainment News, Sports News, Internet/Tech News, etc. The producers and anchors must be urged to cover stories which have more presence on the web, than on television outlets and agencies. The producers will have editorial discretion over what stories get covered, based on an examination of social media for the day. They will then develop a rundown that is reflective of the web's activity.

For example, on the day of the show, producers would examine social media to gauge what people are sharing and promoting online. Examining a story's prevalence online will determine the story's placement within the rundown and segments. By examining the most liked, upvoted, shared, and trending twitter topics, the production staff will be able to create a full show based on the day's internet activity. Examples of this would be monitoring the trending topics on twitter, the news forums on Reddit and Digg, and the most shared stories on Facebook.

Producers will then aggregate content from the various sources across the web that are being shared. The actual presentation of the content, itself, will be driven by infotainment and

satirical methods. It is important to present the news using comedy and entertainment value mixed with an appeal for common sense. It will be very important to have both news and comedy writers on staff to create a blend of content that is informative and funny.

Show Segments and Structure

To establish consistency on the program, the following segments will be featured in every *Trend-Sense* Episode:

The News Block

Every *Trend-Sense* episode will begin with an A block segment dedicated to breaking and trending news of the day. Lead stories will be picked based on their pertinence online through evaluating shares, likes, up-votes, etc., as well as coverage in news media. The segment will focus on the online reactions of news stories like tweets, videos, and social-media posts of players in the news that is being covered.

This will be the most conventional block and segment of the show. It will feature packages put together by correspondents who may also appear on camera to answer an anchor's questions or tag their own pieces. A correspondent who may be an expert in a certain topic may also appear on camera to be interviewed by the anchor about a story. The block will feature voiceovers, voiceovers with sound on tape, and readers, with an average of 10-20 top trending stories of the day. These stories will be aggregated and organized by the anchor, writers, and producers, in a way that flows and highlights both national and international trending stories. This segment would fulfill Zucker's goal to have an aspect of the show be like the first half hour of the *Today Show*, covering the most important stories. It would be similar in production to the

first few segments of *The Daily Show*, or Weekend Update on Saturday Night Live.

What's Up?

What's Up will be a segment and block dedicated to a specific story that isn't necessarily new to the news or breaking. Rather, it will be an in-depth segment related to developments in a story that has had traction online over other mediums. Stories picked for this segment will be strictly based on their prevalence online and how the story has grown on the internet. This segment will take concentrated looks at these news stories and focus on providing a detailed look at only one specific story per show. This segment takes inspiration from the more in-depth stories similar to that of Last Week Tonight with John Oliver. An example might be Oliver's coverage of Net Neutrality, a thirteen minute segment explaining "the story" as a whole and providing looks into affairs through various types of sources and outlets. The segment can be found at: <https://www.youtube.com/watch?v=fpbOEoRrHyU>. While *What's Up* segments might not run as long as thirteen-minutes, there should be an ample amount of time provided to generate an extensive report with entertainment value on a single topic.

My Two Sense

The *My Two Sense* segment will close every *Trend-Sense* episode. A play on "My Two Cents," the segment will have the anchor take an editorial stance on a topic or issue that is visible online and in the news. Rather than just reporting on the chosen topic, the anchor will take a stance and address the audience in way that is either a call to action or an appeal to why the story should be important to them.

The following segments can be used interchangeably in *Trend-Sense* to keep the show original each night that it would air. These segments are more open-ended in ideas and will allow for greater opportunities for fan interaction, creativity and diversity of each *Trend-Sense* episode.

On Target

On Target would be a segment that features a large graphic archery style target. Each time the segment would be used, a goal or theme would be created to serve as the target for the day. For example, a theme for an *On Target* segment could be: the most politically incorrect celebrity tweets of the day. As the anchor reads through each tweet and its tie to current events or news, a graphic would appear showing a visual representation of the tweets that are the most politically incorrect closer to the center of the target. Another theme could be: most visually stunning images from the news of the day, with their stories behind the images included in the vo/script. The open-ended nature of the segment would help revamp it for any sort of issue, story, or event. The inspiration for this segment comes from New York Magazine's Approval Matrix, which shows various news stories, pop culture happenings, and political moments, organized graphically on a chart that values them from Despicable to Brilliant, horizontally, and Highbrow to Lowbrow, vertically.

Inter-view

The Inter-view segment will feature a viral video of the day and the story behind that video. The key part to this segment would be to have an on-air guest that is in the studio or connecting via satellite or Skype that could attest or speak to the video. The video could be picked based on its viral factor and relationship to current events. Inspiration from this segment is generated by the types of stories covered by Jeanne Moos on CNN and segments on T0SH.0.

On Air Guest Interview, and or, Performance

Guest interviews will be very important to *Trend-Sense*. Guest interviews can either be incorporated into a *What's Up?* Segment, or as a stand-alone interview. It is suggested that guests be strictly related to a newsworthy event or story that is also tied to the internet. On many infotainment shows, guests often appear for interviews to promote a new book, album, movie, etc., but to keep the news roots of this program in the forefront it would be important to emphasize a direct tie between newsworthiness and the guest. For example, if Lady Gaga and Tony Bennett were to appear on *Trend-Sense* to discuss their jazz album, as they did on the *Colbert Report*, it would be important to dedicate a serious amount of time to Gaga's growth to fame in the internet age, versus Bennett's experience of fame.

Break-It-Down

Break-it-down will be a segment strongly oriented towards visuals, infographics, and animations to develop the audience's understanding of a specific topic or subject. This segment will focus its entirety on a single subject or story, similar to *What's Up?*, but not to the same time extent. The purpose behind this segment is to use visual content to help develop an understanding of a more complex topic or a story that heavily involves visuals. Potential topics for this segment include stories relating to science and environmental topics, stock market/trading stories, or possibly it would be used to visualize laws and amendments. An example of a potential Break-It-Down story would be the very famous, Blue and Black or White and Gold Dress extravaganza that unfolded on the internet on February 26, 2015. The segment would break-down the visuals of what happened, how it happened, and the science behind why certain people saw different colors and experienced the image differently. The segment would rely heavily on graphics and visual representations of trending stories.

Hashed Out

Subject to the day's most popular trends, *Hashed Out* will be focused on activity on twitter. Examining the trending topics or Hashtags of the day, this segment will visualize and display tweets that are funny, informative, upsetting, or bizarre, all relating to the same Hashtag.

Today's Best Moment

The *Best Moment* will feature the best internet moment of the day, whether it is a tweet, Facebook post, video, or any other media post that could be used as a quick segment either before *My Two Sense* or towards the end of the show as a pick-me-up. The best moment would only refer to happy, heartwarming, inspirational or uplifting stories that would be a part of the show's positive and entertaining nature.

Production Specifics

Trend-Sense will be shot live on set each day. The set will feature an anchor desk that has a side for news-reading, as well as a side for several guests or panelists to sit on-air. The set should be sleek and modern, with a design that can feature modern technology to present graphics, visuals, holograms, etc. The program will be shot on multiple cameras and *Trend-Sense* would certainly operate well with a live-audience, like the ones seen in productions of *The Daily Show* and *Colbert Report*. Therefore, a studio large enough to host 30-50 audience members would be needed to enhance the infotaining qualities of the program.

The necessary staffing for the production would be suggested as followed:

On Air:

- Anchor (1)
- Correspondents/reporters specializing in certain topics (3-4)
- A bank of guest commentators, talking heads, that could be used as needed for certain segments and topics, *not full time employees of the show (20-30)

Off Air:

- Producers (5-10)
- Writers (5-10)
- Technical operators, including: graphics, technical directors, directors. (10-15)

A core group of 30-50 staff members would be needed to effectively present *Trend-Sense*, at the network level and at the same value as other popular infotainment programs.

Trend-Sense's Place in the Media

Trend-Sense will not only fit into today's media landscape, but be a leader in presenting news in a way that is important to our society today. The program could fit in many different networks, but I have decided to suggest that this pitch fit into 5 spots within today's media environment. CNN, HLN, Fusion, Netflix, and Amazon, all have various different qualities that would make them suitable.

CNN:

This concept was inspired by Jeff Zucker's idea, so I think it would be very important to pitch the program for CNN. CNN has been a maverick in the news industry since it started, and if it were to present a major infotainment based program, that could change how all news networks and agencies look at how they produce news. Also, since both Larry King and Piers Morgan's exits from the network, the 10 p.m. time slot has been filled with *CNN Tonight*, a more generic news hour. This hour has experienced growth in the past Yeahhr, recently surpassing MSNBC in viewership, but it is not branded in the same way that *AC 360*, CNN's flagship nightly news program is. I believe the network and this time slot would be a possible match for the program and would stand solid with CNN's strong international and national news gathering operation. Also CNN's recent ventures in original infotainment programming, like the quiz show, mentioned earlier, and *The Wonder List* with Bill Weir, and *Inside Man* with Morgan Spurlock show the networks interest in programming beyond the standard news program.

HLN:

With HLN's recent rebranding aimed at a younger and internet-minded audience, *Trend-Sense* would be a perfect fit with CNN's sister channel. A rebranding that began last Yeahhr signaled the change in the network's intentions as it aimed at "redefining TV news and information, driven by what's trending, being shared and going viral across all screens." Most certainly in line and nearly identical with *Trend-Sense*'s inspiration and motives, HLN may be a better suited fit for the network than CNN. Also, *Trend-Sense* could serve as a flagship or featured nightly program for the network, complementing the network's flagship day-time show, focused similarly on social media and trending topics, called *The Daily Share*. HLN is also

backed by Turner Broadcasting, and shares a global news network with CNN, allowing for widespread distribution.

Fusion:

Fusion is a new news network created recently by Disney, ABC, and Univision, and aimed at a “young, diverse, and inclusive millennial generation.” The network aims to satisfy an audience through content that has ties to news, comedy and pop culture. *Trend-Sense* would be a great fit for the network, due to a growing young audience and that audience’s interests. Fusion has been rolled out across television providers and is continuing to be offered to a larger audience. The network is also attempting to grow a portfolio of original programming and *Trend- Sense* would definitely fit in the spirit of the network and the audience it is trying to serve.

Netflix:

Netflix, although a stretch, may also be a place to develop *Trend-Sense*. In the age of “cord cutters” and “binge watching,” Netflix is certainly a leader in online television distribution for the masses. With a subscription base of more than 55 million users, the internet service offers television and movie titles for instant streaming. Netflix has developed several original series, some crossing into the infotainment sphere, like *House of Cards*. Netflix has also ventured into a variety of live-style programming with stand-up comedy specials and the development of a future project with Chelsea Handler. While it is still unclear if Handler’s program will be a live variety format on the streaming site, it has been confirmed that the show will base itself in pop-culture and current affairs. (Netflix) While Netflix may not have the news gathering network that CNN, HLN, and Fusion have, it may provide the opportunity to be one of the most major online institutions to produce original news content. A possible partnership with a news gathering

agency could also foster a home for *Trend-Sense* on essentially the world's largest online television network. Also, merging with an online platform would make sense given the nature of the potential *Trend-Sense* audience member, an internet user who appreciates news in a non-standard way.

Amazon:

Amazon may also be a great online host and starting point for *Trend-Sense*. Like Netflix, Amazon streams television shows and movies through its Prime Membership and has even developed original series. With approximately 40 million prime subscribers, *Trend-Sense* would reach many viewers across computers and streaming devices. While Amazon does not have a news gathering agency, its Chairman and CEO does. Jeff Bezos' recent acquisition of the Washington Post means that Amazon is almost directly linked to a news gathering and reporting operation. A partnership between the two to create *Trend-Sense* would definitely be an innovative moment in online television programming.

6. *Trend-Sense* Pitch and Sample

Sample Pitch

The following sample pitch contains the industry standard pitch components—a title, logline, and synopsis aimed at catching a network’s eye:

Title: Trend-Sense

Logline: An infotainment news program based on the trending and viral news stories of the day.

Synopsis: *Trend-Sense* is a late-night program focused on three facets: Infotainment, news of the day, and the internet. The name comes from the notion of trending topics and stories online, trend, and sense, as in a *sense* of what is going on in the world. The program would aggregate the most popular stories from the web and present them through satire and comedy. The show aims to cater to an audience that seeks a balance of informative and entertaining content.

Trend-Sense will present enough information to make the audience laugh and understand current affairs, while also encouraging engagement beyond the program. A potential 30-to-60 minute live broadcast, *Trend-Sense* would be an excellent competitor in the late-night television sphere. Topical conversation, mixed with a mix of news and late-night presentation, will create a moment unlike any other on television right now.

Sample Rundown and Script Introduction

The following sample script and rundown were created for the night of March 25, 2015, for an 11p.m. deadline. The script is an aggregate of news stories that were prominent across the web and social media platforms throughout the 24 hours leading up to the show for the News Block, entertainment-related news, and the My Two Sense segment. News and topics that were popular on the web for a week to a month, before March 25 were selected as focuses for the *What's Up?* and *On Target* segments.

Due to limited access to file video and sound on tape for the day, from both news stories and news outlets, there was a disadvantage in being able to create the most comprehensive script. However, the collection of stories and the writing style of the script demonstrate the balance that would be needed to present the news of the day, clever satire, interesting stories, and even a critique on the media. Also, without guests, correspondents or reporters to interact with the script may seem anchor-heavy, but again, is a representation of the style and format of the program. The script is presented in a way that it would be input to an electronic show production system like iNEWS or ENPS, and it appears as it would on a teleprompter for the anchor to read. The rundown presents a show time of approximately 21:10, which is close to the standard time for a program in a 30-minute telecast, with commercials.

Sample Rundown

Table 1. Sample Rundown

Trend-Sense Rundown 3/25/15			
Number	SLUG	VO/VOSOT/RDR	Total Run Time
1	Open	RDR	:10
2	Germanwings	VO	:40
3	Bowe Berghdal	VO/SOT	1:00
4	Indiana Bill	VO	1:00
5	Superhighway	VO	:30
6	Phil Robertson	VO/SOT	1:10
7	Heinz-Kraft	VO	:30
8	Radio Shack	VO	:30
9	Feminist Conference	VO/SOT	:40
10	Costa Rica Energy	VO	:30
BREAK			2:00
11	What's Up?-Mexico	VO/SOT	7:00
BREAK			2:00
12	On Target Intro	RDR	:10
13	University of Phoenix	VO	:30
14	Ted Cruz Announcement	VO	:35
15	Brooklyn Grade Fixing	VO	:30
16	Rag-Head Taliban	VO	:30
17	India Cheating	VO/SOT	:35
18	U.C. Crap	VO/SOT	:50
19	British Boy Groups	VO/SOT	1:10
20	Super Troopers 2	VO	:40
21	My Two Sense	VO	2:00
22	Close	RDR	:10
BREAK			2:00
Total Showtime Without Breaks			21:10

Sample Script

Welcome

GOOD EVENING. MY NAME IS (ANCHOR NAME) AND THIS IS TREND-SENSE.

NEWS BLOCK

Germanwings

BEFORE WE BEGIN WITH THE MOST PROLIFIC NEWS ON THE WEB TODAY, TONIGHT, THE NEW YORK TIMES IS BREAKING THAT THE PILOT OF THE DOOMED GERMANWINGS FLIGHT WAS LOCKED OUT OF THE COCKPIT PRIOR TO THE AIRLINER CRASHING IN THE FRENCH ALPS, KILLING 150.

THE TIMES CITES A SENIOR FRENCH MILITARY OFFICIAL WHO IS INVOLVED WITH THE INVESTIGATION. THE SOURCE SAYS THAT THE CAPTAIN WAS BANGING ON THE DOOR, WITH NO RESPONSE FROM THE CO-PILOT STILL INSIDE THE COCKPIT. TREND-SENSE WILL CONTINUE TO UPDATE AND SHARE NEWS ON THE STORY ON SOCIAL MEDIA AS IT DEVELOPS.

(Clark 2015)

Bowe Berghdal

ARMY SERGEANT BOWE BERGHDAL HAS BEEN CHARGED WITH DESERTION BY THE U.S. MILITARY. THE MEDIA, THOUGH, HAS NOT BEEN CHARGED WITH THE SAME CRIME FOR DESERTING THE STORY THAT CONSUMED

HEADLINES EARLY LAST SUMMER.

(TAKE VIDEO OF BERGHDAL STORIES ON NEWS)

ANYWAYS, KIND OF SEEMS WEIRD, NOW THAT THEY ARE CHARGING HIM AFTER THAT WHOLE HONOR AND DISTINCTION THING, RIGHT, SUSAN RICE?

(TAKE SOT)

“Certainly anybody who’s been held in those conditions in captivity for five Yeahhrs has paid an extraordinary price, but that is really not the point, the point is he’s back. He’s going to be safely reunited with his family. He served the United States with Honor and Distinction. And we’ll have the opportunity, eventually, to learn what transpired in the past Yeahhrs, but most important now, is his health and well-being.”

OOPS. I GUESS WE MIGHT HAVE TO CHARGE HER WITH HYPOCRISY.

(Youssef, 2015; Hanchett, 2015; Youtube, 2014)

Indiana Bill

IT IS LIKELY THAT A RELIGIOUS FREEDOM BILL WILL BE SIGNED INTO LAW IN INDIANA THIS WEEK. PROPONENTS OF THE LAW ARGUE THAT IT WILL PROTECT SOMEONE’S RELIGIOUS BELIEFS FROM STATE AND LOCAL GOVERNMENT, WHILE OPPONENTS OF THE LAW SAY THAT IT WOULD ALLOW FOR DISCRIMINATION AGAINST GAY, LESBIAN, AND TRANSGENDERED PEOPLE.

BACKLASH FROM ORGANIZATIONS, COMPANIES, AND EVEN RELIGIOUS GROUPS, HAS ALREADY STARTED TO POUR IN, DESPITE THE BILL NOT EVEN BEING SIGNED INTO LAW YET!

ORGANIZERS OF GENCON, ONE OF THE LARGEST VIDEO-GAMING CONVENTIONS IN THE U.S., HAVE SAID THAT THEY PLAN TO BOYCOTT THE STATE AND MOVE THEIR CONVENTION ELSEWHERE IF IT BECOMES LAW, ADDING THAT THEY CAN TAKE THE 50 MILLION DOLLARS THAT THE CONVENTION BRINGS TO THE STATE EACH YEAR, TO ANOTHER.

MOST NOTABLY, THE LEADERS OF THE CHRISTIAN GROUP AND DENOMINATION, THE DISCIPLES OF CHRIST, HAVE THREATENED TO MOVE THEIR OWN CONVENTION OUT OF INDIANA. THEY SAY THEY FIND THE LAW DISTRESSING AND ESSENTIALLY LEGALIZING BIGOTRY.

SAYS A LOT WHEN A RELIGIOUS GROUP, WITH A FOLLOWING OF MORE THAN 600 THOUSAND, REJECTS A SO-CALLED, RELIGIOUS FREEDOM BILL, WHILE ALSO RECOGNIZING THE BILL'S DISCRIMINATORY NATURE. THE BILL IS EXPECTED TO BE SIGNED BY GOVERNOR MIKE PENCE, LATER THIS WEEK.

(Mosbergen, 2015; Margolin, 2015; Jenkins, 2015)

Superhighway

RUSSIAN OFFICIALS HAVE PROPOSED AN INTERNATIONAL HIGHWAY THAT COULD LINK LONDON TO NEW YORK. THE MORE THAN 8,000 MILE PROPOSED ROUTE WOULD CROSS THE BERING STRAIT, CONNECTING EUROPE AND ASIA TO NORTH AMERICA. CNN POSTED THEIR INTERPRETATION OF THE PROPOSED ROUTE,

(TAKE GRAPHIC)

WHICH LOOKS AS IF IT TRAVELS RIGHT THROUGH INDIANA.

WHILE NOT CONFIRMED, IT COULD BE SUGGESTED THE WELL KNOWN ANTI-GAY RUSSIAN LEADER VLADIMIR PUTIN MAY HAVE HEARD ABOUT THE RELIGIOUS FREEDOM BILL, LIKELY TO BE PASSED THERE.

(Thompson, 2015)

Phil Robertson

PHIL ROBERTSON FROM DUCK DYNASTY HAS SOMETHING NOT SO NICE TO SAY, AGAIN. THIS TIME THOUGH, IT'S NOT THE GAYS HE IS AFTER, IT'S THE ATHEISTS. ROBERTSON SHARED HIS THOUGHTS AT A PRAYER BREAKFAST IN FLORIDA ON FRIDAY ABOUT WHAT MIGHT HAPPEN TO PEOPLE WHO DON'T BELIEVE IN GOD. IN THE AUDIO RELEASED TODAY, HE OUTLINES A TALE OF A HYPOTHETICAL ATHEIST FAMILY THAT IS RAPED AND BEHEADED SIMPLY BECAUSE THEY ARE ATHEISTS.

(TAKE SOT)

"He has a little atheist wife and two little atheist daughters. Two guys break into his home and tie him up in a chair and gag him. And then they take his two daughters in front of him and rape both of them and then shoot 'em and they take his wife and then decapitate her head off in front of him. And they can look at him and say, 'Isn't it great that I don't have to worry about being judged?'"

IT'S SO SAD WHEN SOMEONE WITH SUCH A LONG BEARD LACKS THE SAME MORAL COMPASS AS GANDALF.

(Fox News, 2015)

Heinz-Kraft

HEINZ AND KRAFT ARE MERGING, SO I WILL NO LONGER FEEL AWKWARD ABOUT PUTTING KETCHUP IN MY MAC AND CHEESE.

IS THAT WEIRD? DO OTHER PEOPLE NOT DO THAT?

THE MERGER WOULD CREATE THE THIRD LARGEST FOOD AND BEVERAGE COMPANY IN NORTH AMERICA, AND THE FIFTH LARGEST IN THE WORLD. IT IS REPORTED THAT WARREN BUFFET WAS BEHIND THE MERGER, RAISING CONCERN THAT BUFFET IS MORE WORRIED ABOUT YOUR AFTER-SCHOOL SNACK THAN YOUR MOM.

(MarketWatch, 2015)

Radio Shack

RADIO SHACK IS GOING OUT OF BUSINESS, BUT IS NOT DONE TAKING ADVANTAGE OF CUSTOMERS, JUST YET. IN AN AUCTION OF THE COMPANY'S ASSETS, RADIO SHACK SOLD OFF CUSTOMER DATA, INCLUDING 65 MILLION NAMES AND ADDRESSES AND 13 MILLION EMAIL ADDRESSES. THE WINNERS OF THE AUCTION: STANDARD GENERAL, A HEDGE FUND THAT WAS ALSO THE LARGEST SHAREHOLDER IN THE BANKRUPT COMPANY.

WHILE IT'S POSSIBLY ILLEGAL FOR THE DATA TO BE USED OR DISTRIBUTED BY STANDARD GENERAL, IT IS ANOTHER REMINDER THAT CONSUMERS' INFORMATION IS BEING BOUGHT AND SOLD, USED AS AN ASSET, AND AS A COMMODITY, BY BUSINESSES TODAY.

(Newman, 2015)

Feminist Conference

A STUDENT-RUN FEMINISM CONFERENCE IN ENGLAND HAS ASKED ATTENDEES TO USE SPIRIT FINGERS, INSTEAD OF CLAPPING. THE CHANGE WAS MADE WHEN REPRESENTATIVES FROM OXFORD UNIVERSITY TWEETED AT THE ORGANIZATION HOSTING THE CONFERENCE, SAYING:

“PLEASE CAN WE ASK PEOPLE TO STOP CLAPPING, BUT DO FEMINIST JAZZ HANDS? IT’S TRIGGERING SOME PEOPLE’S ANXIETY.”

WHAT’S THE DIFFERENCE BETWEEN REGULAR JAZZ HANDS AND FEMINIST JAZZ HANDS, YOU ASK? WELL, BEYONCE OF COURSE.

(TAKE SOT/VIDEO)

“I woke up like this. I woke up like this...”(Music Video Clip with Wild Hand Gestures)

THAT’S A CLIP FROM BEYONCE’S FEMALE EMPOWERMENT MUSIC VIDEO, FLAWLESS, WHICH PROPERLY DEMONSTRATES FEMINIST SPIRIT FINGERS.

(Chasmar, 2015; Knowles-Carter, 2014)

Costa Rica Energy

COSTA RICA HAS BEEN RUNNING SOLELY ON RENEWABLE ENERGY SOURCES FOR 75 DAYS NOW. BECAUSE OF HEAVY RAINFALL, HYDROPOWER PLANTS HAVE BEEN CHURNING OUT ALMOST ENOUGH ELECTRICITY TO POWER THE ENTIRE NATION, THE REST BEING SUPPLIED BY GEOTHERMAL, WIND, BIOMASS AND SOLAR SOURCES.

GOOD ON YOU, COSTA RICA. HERE, HAVE SOME FEMINIST SPIRIT FINGERS.

AND WE'LL BE RIGHT BACK WITH MORE TREND-SENSE AFTER THE BREAK.

(Epstein, 2015)

BREAK

WHAT'S UP?

WELCOME BACK, TONIGHT ON WHATS UP? WE ARE GOING TO TAKE A LOOK AT WHAT IS ACTUALLY DOWN, OUR FRIEND TO THE SOUTH, TO BE MORE SPECIFIC, MEXICO. NEWS OUT OF OUR NORTH AMERICAN NEIGHBOR HASN'T BEEN GREAT OVER THE PAST WEEK. SOME OF THE STORIES ARE UNREPRESENTATIVE OF THE ISSUES THAT EVERYDAY CITIZENS OF MEXICO FACE, OR JUST ANOTHER ONE OF THOSE BLURBS ABOUT SOMEONE BEING KIDNAPPED AND MURDERED. IT MIGHT BE IMPORTANT TO PUT A SPOTLIGHT ON, AND MAYBE TRY AND FIGURE OUT, WHAT IS GOING ON IN THE LAND OF TEQUILA AND SPRING BREAKING.

LET'S SEE, WHAT'S UP?

FIRST, NEWS HAS SURFACED THAT MEXICO IS OFFERING UP TO 20 MILLION DOLLARS IN TAX CREDITS TO THE PRODUCTION OF THE NEXT JAMES BOND FILM. YES, MOVIE STUDIOS OFTEN SEARCH FOR THE BEST DEALS TO KEEP BUDGETS LOW, BUT WHY IS A COUNTRY OFFERING SUCH A LARGE BREAK?

IT IS REPORTED THAT MEXICO IS WILLING TO NEGOTIATE TAX BREAKS FOR THE FILM IF PRODUCERS PORTRAY THE COUNTRY IN A POSITIVE LIGHT AND INCLUDE A MEXICAN BOND GIRL.

I REALLY THINK THE PRODUCERS SHOULD WORK WITH THEM HERE. WHO KNOWS? MAYBE THE COUNTRY CAN OFFER TO FRONT THE ENTIRE PRODUCTION BUDGET? I WONDER WHAT DEAL THEY COULD GET IF THE MOVIE-WRITERS MADE THE FAMOUS DOUBLE O SEVEN CATCHPHRASE MORE MEXICAN?

MI NOMBRE ES BOND. JOSÉ BOND.

I GUESS 20 MILLION DOLLARS IS CHUMP CHANGE WHEN THE COUNTRY SPENT MORE THAN 233 BILLION DOLLARS LAST YEAHR ON VIOLENCE, ALONE. THAT'S ALMOST 20 PERCENT OF THE COUNTRY'S GROSS DOMESTIC PRODUCT. THAT MONEY IS BEING USED IN ALL SORTS OF WAYS, INCLUDING THE FINANCING OF THE KING-PIN STRATEGY, A LAW ENFORCEMENT STRATEGY THAT TARGETS AND ATTEMPTS TO TAKE DOWN THE MOST POWERFUL LEADERS OF THE DRUG CARTELS. MEXICO WAS ABLE TO TAKE OUT TWO OF THE MOST POWERFUL CARTEL LEADERS THIS PAST WEEK, BUT VIOLENCE AS A WHOLE CONTINUES TO RISE.

NPR NOTES THAT TAKING THIS TOP-DOWN APPROACH TO THE GANGS, AN APPROACH THAT IS ENCOURAGED BY THE UNITED STATES, ISN'T ACTUALLY WORKING AT ALL, SAYING THAT:

(TAKE SOT)

“with the leaders gone, the trafficking organizations fracture and fight for territory. a byproduct has been a steep rise in extortion and kidnapping, the latter (increasing) as much as 200 percent.”

BUT BACK TO THE IMPORTANT NEWS, MEXICO HAS BANNED CIRCUS ANIMALS THIS WEEK.

WHILE NOT IMMEDIATELY EFFECTIVE, HOMES MUST BE FOUND FOR THE ALMOST 2,000 LIONS, TIGERS, AND ELEPHANTS, TO NAME A FEW SPECIES, BEFORE JULY. THE NEW LAW ARGUES, THAT, QUOTE:

“SUCH ANIMALS SHOULD EVOLVE IN THEIR NATURAL HABITAT AND AIMS TO AVOID ANIMAL CRUELTY THAT CIVIL ORGANIZATIONS HAVE LONG LOBBIED AGAINST.”

BUT, YOU KNOW, WHEN CHILDREN ARE FORCED TO GROW UP IN VIOLENT GANG-CONTROLLED TERRITORIES, OR WHEN THE PEOPLE LOBBY GOVERNMENT FOR ACTION REGARDING THE KIDNAPPING AND MURDER OF 43 STUDENTS LAST YEAHR, LEGISLATION AND GOVERNMENT ACTION TAKES SOME TIME.

LISTEN, WE CAN TALK MORE ABOUT JAMES BOND, THE CIRCUS ANIMAL BAN, THE JOURNALISTS BEING FIRED AFTER EXPOSING A CONFLICT OF INTEREST BETWEEN THE MEXICAN FIRST LADY’S PURCHASE OF A NEW MANSION FROM A GOVERNMENT CONTRACTOR, OR THE BUILDING THAT WAS DISCOVERED TO BE INFESTED BY THOUSANDS OF SPIDERS...JUST THIS PAST WEEK.

(TAKE SPIDER VIDEO)

BUT, THOSE ARE JUST FLUFF PIECES. WHEN IS ENOUGH GOING TO BE ENOUGH, WITH THE HABITUAL AND NORMALIZED VIOLENCE THAT IS BEING REPORTED OUT OF MEXICO?

TAKE A LOOK AT THIS: MEXICAN MUSICIAN ALFREDO OLIVAS WHO WAS SHOT AT HIS OWN CONCERT A FEW WEEKS AGO.

(TAKE VIDEO)

LUCKILY, HE SURVIVED. AND WHILE NOT CONFIRMED TO BE DIRECTLY TIED TO GANGS OR ORGANIZED CRIME, HE'S NOT THE ONLY MUSICIAN TO BE ATTACKED AT HIS OWN CONCERT-WITHIN A MONTH!

THE OTHER VICTIM: ROGELIO CONTRERAS RIVERA. HE WAS KIDNAPPED FROM THE STAGE AT HIS OWN CONCERT IN FRONT OF HUNDREDS OF PEOPLE. SOMETHING WE ALL WISH WOULD HAPPEN TO JUSTIN BIEBER. BAD JOKE? PROBABLY. I WASN'T INVITED TO THE ROAST NEXT WEEK.

RIVERA WAS FOUND DEAD LESS THAN AN HOUR LATER. AND YEAHH, THE COPS "SUSPECT" IT WAS THE GANGS AGAIN. BUT WHO ARE THE SUSPECTS? WHO IS THE PERPETRATOR? WE NEED TO PUT A FACE ON THE CAUSE OF ALL THIS VIOLENCE IN MEXICO! A GANG LEADER? A POLITICIAN, MAYBE? WELL, SOMEONE MIGHT HAVE OUR ANSWER. AND THAT SOMEONE, IS THE POPE. POPE FRANCIS, SEEMS TO KNOW WHO IS BEHIND THE CHAOS, AND THIS IS WHAT HE HAD TO SAY ABOUT VIOLENCE IN MEXICO IN A TELEVISION INTERVIEW LAST WEEK:

(TAKE SOT)

“I think the devil is punishing Mexico with great fury, for that reason, all of these things, you have seen throughout history, there have always been areas with great conflict. Who is at fault for that? The government? That is the most superficial reason or solution.”

GOOD, I FEEL MUCH BETTER NOW, KNOWING THAT THE DEVIL IS BEHIND SOME OF THE WORST VIOLENCE, MURDERING, AND KIDNAPPING, IN RECENT HISTORY, JUST BECAUSE OF HIS....UMM...FURY. THE ONLY OTHER SUSPECTS I HAD THOUGHT OF WERE, VOLDEMORT, GORDON RAMSEY, AND, OH YEAHH, MAYBE THE DRUG GANGS.

IT'S INTERESTING THAT WE OCCUPY OURSELVES, OUR GOVERNMENT, OUR NEWS, AND OUR DIGITAL TIMELINES, WITH THE BRUTAL VIOLENCE AND KILLINGS THOUSANDS OF MILES AWAY IN THE MIDDLE EAST, BUT IGNORE THE SAME BEHAVIOR IN OUR DIRECT NEIGHBORS. WE ARE, AT SOME POINTS IN THE U.S.A., ZERO MILES FROM MEXICO!

YEAHH, YEAHH. OIL, BUSINESS, POLITICS, AND WORLD PEACE, ALL MAKE FOR AN IMPORTANT AND NECESSARY FOCUS ON THE AFFAIRS OF TERRORISTS AND CIVIL WAR IN THE MIDDLE EAST. ALTHOUGH, WE DO HAVE SOMETHING SIMILAR, IF NOT MORE EXTREME, HAPPENING SOUTH OF THE BORDER.

THE U-N ESTIMATES THAT ISIS KILLED 9,000 PEOPLE IN 2014, WHILE ALMOST 16,000 WERE KILLED BY GANG VIOLENCE IN MEXICO IN 2013, THOSE STATS, HOWEVER, COMING FROM THE MEXICAN GOVERNMENT, WHICH HAS BEEN FOUND TO SOMETIMES DEFLATE THE STATISTICS, TO, YOU KNOW, LOOK SOMEWHAT CIVILIZED?

BEHEADINGS ALSO SEEM LIKE A POPULAR TREND FOR VIOLENT ORGANIZATIONS RECENTLY, BUT IN 2012, THERE WERE SOMETIMES AS MANY AS 109 DECAPITATIONS A MONTH BY GANGS IN MEXICO.

A RECENT BEHEADING, ON MARCH 13, OF A 43-YEAR OLD WOMAN RUNNING FOR MAYOR OF A SMALL MEXICAN TOWN, DEMONSTRATES THAT ANYONE WHO DOES NOT OBEY THE GANGS, IS AT RISK TO DIE.

CANDIDATE AIDE NAVA GONZALEZ WAS RUNNING FOR OFFICE TO REPLACE HER DECEASED HUSBAND, THE FORMER MAYOR, WHO WAS MURDERED BY A GANG LAST YEAR. UNFORTUNATELY, SHE SHARED THE SAME FATE AS HIM, AND WAS FOUND DEAD, HEADLESS, ON THE SIDE OF THE STREET. HER BODY WAS ACCOMPANIED WITH A NOTE SIGNED BY THE LOS ROJOS GANG, SAYING:

“THIS IS WHAT WILL HAPPEN TO ANYONE WHO DOES NOT FALL IN LINE.”

WELL, MAYBE THE LINE NEEDS TO BE REDRAWN, WITH THE GANGS ON THE OTHER SIDE. AND MAYBE THE U.S. NEEDS TO REEVALUATE HOW IT SPENDS BILLIONS OF DOLLARS A YEAR ON THE WAR ON DRUGS IN MEXICO, REEVALUATE THE SUPPORTED, BUT VIOLENCE INDUCING, KING-PIN STRATEGY, AND REEVALUATE WHAT KIND OF ATTENTION WE GIVE TO OUR NEIGHBOR. AND MAYBE MEXICO SHOULD TAKE MORE NECESSARY ACTION AGAINST VIOLENCE, INSTEAD OF TRYING TO LURE IN HOLLYWOOD PRODUCTIONS OR LETTING CIRCUS ANIMALS FREE. THAT IS WHAT'S UP, IN MEXICO.

WE'LL BE RIGHT BACK.

("Thousands of Spiders," 2015; Ibarra, 2015; Kahn, 2015; "Mexican Officials Paid," 2015; Mendelson, 2015; Ontiveros, 2015; "Violence Cost Mexico," 2015; Archibold, 2015; Graham, 2015; Cobo, 2015; Gordon, 2015; Al-Gharabi, 2014; Lutz, 2012)

BREAK

On Target Intro

WELCOME BACK.

WORST MOMENT IN EDUCATION THIS WEEK? WELL, WE'LL GET THERE, BUT FIRST, LET'S SEE WHAT ELSE MADE IT ON TARGET.

University of Phoenix

FIRST, UNIVERSITY OF PHOENIX HAS LOST MORE THAN HALF OF ITS STUDENTS, A POSSIBLE SIGN THAT FOR-PROFIT COLLEGES AREN'T SO POPULAR ANYMORE? ENROLLMENT IN 2010, ABOUT 460 THOUSAND. THIS YEAHHR, THOUGH, 213 THOUSAND. THE CEO OF APOLLO EDUCATION, UNIVERSITY OF PHOENIX'S PARENT COMPANY, ATTEMPTED TO SWING INVESTORS AND POTENTIAL STUDENTS FROM THE LOSS WITH SOME OPTIMISTIC TALK ABOUT ONLINE AND FOR-PROFIT EDUCATION. HOWEVER, FOLLOWING THE ANNOUNCEMENT, THE COMPANY'S STOCK FELL MORE THAN 30 PERCENT. OUCH.

(Gillespie, 2015)

Ted Cruz Announcement

STUDENTS MAY HAVE HAD TO PAY A FINE FOR NOT BEING PRESENT AT TED CRUZ'S PRESIDENTIAL CAMPAIGN ANNOUNCEMENT ON MONDAY AT LIBERTY UNIVERSITY. THOSE ATTENDING THE UNIVERSITY ARE REQUIRED TO ATTEND A CAMPUS-WIDE CONVOCATION THREE TIMES A WEEK. IF NOT, THEY FACE A 10 DOLLAR FINE. CRUZ'S ANNOUNCEMENT, OF COURSE, WAS DURING ONE OF THOSE CONVOCATIONS. WHILE THE UNIVERSITY PRESIDENT SAYS THAT ATTENDANCE DID NOT MEAN ENDORSEMENT OF THE CANDIDATE, SOME STUDENTS FELT OTHERWISE. ONE, TELLING BUZZFEED THAT THEY WERE VERY UPSET THAT THEY HAD TO ATTEND, AND THAT ATTENDANCE BASICALLY MEANT ENDORSEMENT FOR CRUZ.

IT SEEMS THAT SOMETIMES THERE IS A LITERAL PRICE TO PERSONAL POLITICAL BELIEFS AND IDENTITY. THAT PRICE IS ESSENTIALLY EQUIVALENT TO THE COST OF A BURRITO AT CHIPOTLE, SO I UNDERSTAND WHY STUDENTS MAY HAVE FELT PAYING 10 DOLLARS TO MISS THE ANNOUNCEMENT MAY HAVE BEEN WORTH THE "ENDORSEMENT."

("Students Upset They," 2015)(Nocera, 2015)

Brooklyn Grade-Fixing

A HIGH SCHOOL IN BROOKLYN HAS BEEN CAUGHT IN A MASSIVE GRADE-FIXING SCHEME. THE SCHEME AT JOHN DEWEY HIGH SCHOOL, ALLOWED FAILING STUDENTS TO MAKE UP GRADES BY DOING ORDINARY TASKS, ONLINE WORK, WATCHING MOVIES, AND PLAYING GAMES. SOME STUDENTS MADE UP

THEIR MISSING ENVIRONMENTAL SCIENCE CREDITS BY WATCHING JURASSIC PARK.

WHICH IS FUNNY, BECAUSE I GOT MY JOURNALISM DEGREE BY WATCHING TMZ.

(Campanile, 2015)

Rag-Head Taliban

A FLORIDA FRENCH TEACHER HAS BEEN SUSPENDED FOR 5 DAYS WITHOUT PAY AND ORDERED TO DIVERSITY TRAINING AFTER REPEATEDLY CALLING A MUSLIM STUDENT “RAG-HEAD TALIBAN.”

THE HIGH SCHOOL TEACHER WOULD ALLEGEDLY SAY “AH NO, THE TALIBAN IS HERE,” WHEN THE STUDENT ARRIVED TO CLASS, OR “LET’S ASK THE TALIBAN” WHEN CALLING ON HIM FOR ANSWERS.

BUT, THE STUDENT HAS DECIDED TO TAKE THE SITUATION AND TURN IT AROUND. SAYING HE IS MOTIVATED TO WORK HARDER IN CLASSES TO PROVE THAT HE IS NOT “A RANDOM GUY YOU CAN CALL A TALIBAN.”

HE HAS SUCH A GREAT ATTITUDE!

“CAN’T CALL ME A TALIBAN, BECAUSE I DID MY HOMEWORK TODAY, THAT WILL SHOW ‘EM!”

(Afshar, 2015)

Cheating in India

ALMOST THE MOST RIDICULOUS AND WORST MOMENT IN EDUCATION THIS WEEK? MORE THAN 1,000 HAVE BEEN ARRESTED IN INDIA IN A MASS CHEATING SCANDAL. PARENTS, FAMILY MEMBERS, TEACHERS AND EVEN POLICE OFFICERS HAVE BEEN DETAINED FOR HELPING STUDENTS GET ANSWERS FOR A STATEWIDE TEST. IMAGES AND VIDEOS EVEN SHOW PEOPLE CLIMBING THE WALLS OF TESTING CENTERS TO GET INFORMATION TO STUDENTS THROUGH THE WINDOWS.

TAKE A LOOK AT THE CHEATING IN ACTION:

(TAKE VIDEO)

I THOUGHT INDIANS WERE SMART AND NOT NEARLY AS ATHLETIC AS THAT! CLIMBING THOSE WALLS? WOW! MAYBE THE MEDIA GOT A STEREOTYPE WRONG FOR ONCE.

("Cheats Never Prosper," 2015)

U.C. Crap

AND NOW, THE BULLSEYE, THE WORST MOMENT IN EDUCATION THIS WEEK:

UNIVERSITY OF CALIFORNIA PRESIDENT JANET NAPOLITANO FORGOT THAT HER MICROPHONE WAS ON AT A PUBLIC MEETING OF UNIVERSITY OFFICIALS. WHAT DID SHE SAY WHILE STUDENTS PROTESTED 5 PERCENT TUITION HIKES, EACH YEAHHR, FOR FIVE YEAHHRS? TAKE A LISTEN:

(Take SOT)

“let’s just break, let’s go. let’s go, we don’t have to listen to this crap.”

WE DON’T HAVE TO LISTEN TO THIS CRAP? YOU DON’T? EVEN THOUGH
IT’S YOUR JOB TO DEAL WITH IT?

NAPOLITANO EVEN ADDRESSED THE STUDENTS, PROTESTORS, AND THEIR
CAUSE, EARLIER IN THAT SAME MEETING, SAYING

(TAKE SOT)

“they want to be sure that their voices are being heard and I want to commit to them that
their voices are being heard.”

I GUESS THAT COMMITMENT ONLY GOES SO FAR, UNTIL YOU START
HEARING CRAP YOU DON’T WANT TO HEAR. PRETTY SAD, PRESIDENT
NAPOLITANO.

THAT’S TONIGHT’S ON TARGET.

(“Napolitano Says,” 2015)

ENTERTAINMENT NEWS

British Boy Groups

TODAY, HIGH-PROFILE ENTERTAINMENT STORIES DOMINATED THE WEB.
BEGINNING WITH THE WORST DAY FOR BRITISH ALL-MALE GROUPS, SINCE THE
DEMISE OF THE BEATLES. JEREMY CLARKSON HAS BEEN SACKED FROM THE
POPULAR TELEVISION PROGRAM, TOP GEAR, AND ZAYN MALIK HAS LEFT THE
BOY BAND, ONE DIRECTION.

HERE IS THE REACTION OF ONE OF CLARKSON'S CO STARS, CALMING REFLECTING ON THE SITUATION.

(TAKE VIDEO)

AND HERE ARE GIRLS CRYING ON VINE ABOUT ZAYN LEAVING ONE DIRECTION.

(TAKE VIDEO: VINE COMPILATION)

SOMETIMES IT'S DISTURBING THAT THESE ARE THINGS THAT MAKE PEOPLE SCREAM FOR JUSTICE.

(Zarrell, 2015)(“Top Gear Presenter,” 2015)(“Jeremy Clarkson Dropped,” 2015)

Super Troopers 2

SUPER TROOPERS 2 IS ON ITS WAY TO REALITY! A CROWDFUNDING CAMPAIGN FOR THE SEQUEL TO THE CULT CLASSIC FROM 2002 HAS RAISED MORE THAN 1.6 MILLION DOLLARS OF ITS 2 MILLION DOLLAR GOAL IN JUST 20 HOURS. WITH A LITTLE LESS THAN A MONTH TO GO, THE FUNDING WILL MOST LIKELY COME THROUGH, ALLOWING CREATIVES BEHIND THE FILM TO MAKE THE MOVIE THAT THEY SAY WILL BE THE “BEST MOVIE EVER.” GOOD LUCK.

(Kuchera, 2015)

My Two Sense

AND NOW, TONIGHT'S TWO SENSE.

LAST NIGHT, DEADLINE PUBLISHED AN ARTICLE TITLED “PILOTS 2015: THE YEAHR OF ETHNIC CASTINGS – ABOUT TIME OR TOO MUCH OF GOOD THING?” BY NELLIE ANDREVA.

IMMEDIATE BACKLASH FILLED TWITTER TIMELINES, WITH SHONDA RHIMES EVEN WEIGHING IN, SAYING: “ARTICLE IS SO IGNORANT I CAN’T EVEN BE BOTHERED.”

THE ARTICLE ARGUES THAT TV THIS SEASON IS MORE “ETHNIC” THAN EVER AND TRIES TO EVALUATE WHY THIS MIGHT BE. HOWEVER, VEILED RACISM, MIXED WITH UNSOURCED CONCLUSIONS, CREATE A TROUBLING ARTICLE THAT IS JUST PLAIN OFFENSIVE.

JUST ONE OF ANDREVA’S ARGUMENTS READS:

“BUT, AS IS THE CASE WITH ANY SEA CHANGE, SOME SUGGEST THAT THE PENDULUM MIGHT HAVE SWUNG A BIT TOO FAR IN THE OPPOSITE DIRECTION,”

SHE IS REFERRING TO A GROWTH IN MINORITY CASTED CHARACTERS.

“INSTEAD OF OPENING THE FIELD FOR ACTORS OF ANY RACE TO COMPETE FOR ANY ROLE IN A COLOR-BLIND MANNER, THERE HAS BEEN A SIGNIFICANT NUMBER OF PARTS DESIGNATED AS ETHNIC THIS YEAHR, MAKING THEM OFF-LIMITS FOR CAUCASIAN ACTORS, SOME AGENTS SIGNAL.”

YEAHH, SHE’S SAYING THAT WHITE PEOPLE HAVE BEEN DENIED ROLES, THIS YEAHR, BECAUSE THEY ARE WHITE. ALL OF THIS— ACCORDING TO SOME UNDISCLOSED “AGENTS.” EVEN THOUGH HOLLYWOOD HAS A HISTORY OF

LIMITING AND STEREOTYPING ROLES FOR EVERY OTHER RACE, IT'S NOW THE WHITE PEOPLE WITH LESS OPPORTUNITIES IN 2015? YEAHH, RIGHT.

TOO MUCH OF A GOOD THING? PROBABLY NOT, WE NEED MORE DIVERSITY. MAYBE STUDIOS ARE WAKING UP TO THE MISREPRESENTATION OF THE PUBLIC ON TV. AND MAYBE CERTAIN PROGRAMS HAVE BECOME POPULAR BECAUSE PEOPLE, AUDIENCES, CAN NOW RELATE TO THEM, BECAUSE THEY ARE DIVERSE! IN NO WAY HAS THIS PENDULUM SWUNG TOO FAR AND IT'S ABOUT TIME THAT MINORITIES, NOT "ETHNICS" — WHO USES THE TERM "ETHNICS" ANWAYS? —AS ANDREVA CALLS THEM— ARE PORTRAYED EVEN CLOSE TO PROPORTIONALLY IN MEDIA. IT'S NEVER TOO MUCH OF A GOOD THING WHEN HOLLYWOOD IS STARTING TO GET IT KIND OF RIGHT. SO, LET'S NOT SAY THAT CAUCASIANS ARE AT A DISADVANTAGE THIS PILOT SEASON, WHEN SHOWS LIKE: HOW TO GET AWAY WITH MURDER AND EMPIRE, ARE DOMINATING THE RATINGS. LET'S JUST SAY THAT IT'S ABOUT TIME AND LEAVE IT THERE.

THAT'S MY TWO SENSE.

("Schonda Blasts," 2015; Andreeva, 2015; Lockett, 2015)

Close

THANKS FOR WATCHING TREND-SENSE TONIGHT. BE SURE TO FOLLOW US ON SOCIAL MEDIA FOR UPDATES ON BREAKING AND TRENDING NEWS.
GOODNIGHT.

BREAK

7. Discussion

In no way is this project complete. The development of *Trend-Sense* in this thesis is limited to a scholarly and academic approach. Following its submission, the challenge of translating the information presented to the industry will become immediately apparent. This challenge will be whether to send the pitch to agents, networks, and producers for feedback, or to create a small version of the program for YouTube, in order to continue development.

Creating an original television program is not easy, but this thesis provides a solid base for the exposition of what could be a potentially great television program. Further research could include focus group testing of the material and concept and a more in-depth analysis of what aspects of infotainment are most welcomed by audience. Further development of the program could include a more developed procedure for picking and choosing content to be presented in each show, beyond “producer discretion,” and a plan for the execution of social media and web-based material for the show.

It is also suggested that more sample scripts be completed, beyond the one day provided in this thesis, to generate a consistent style of editorial content for *Trend-Sense*. Practicing and developing the material will allow for a better presentation to the industry, in the hopes of producing the show.

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Experience in: Adobe Premier Video Editor, Hindenburg Audio Editor, iNews, ENPS.

Work Experience

CNN, New York, NY. 2014

Intern, Wrote multiple articles for CNN.com and CNN Wires for use by hundreds of affiliates, assisted in editorial research, utilized iNEWS and Media Source programs, ran teleprompter, prepared guests for on-air segments, aided reporters and producers during breaking news, aided photojournalists on shoots around New York.

Centre County Report, State College, PA. 2014

Anchor, Reporter, Played many roles for the Penn State College of Comm. local news program focused in Centre County, Anchoring midterm election night coverage, and producing packages on international, national, and local stories.

B94.5 and Eagle 98.7, State College, PA. 2013

Part-Time Producer, Responsibilities included co-hosting a daily morning-drive show and managing eight interns.

Intern, Developed social-media marketing skills, served as on-air personality, assisted in production of a daily morning show, gathered and curated content.

Activities

The Athletic Directors Leadership Institute, 2013-Present

Penn State Varsity Cheerleading, 2013-Present

Alternate Nittany Lion Mascot, appear at various university events, sports competitions and photo/video shoots, travel with athletic teams.

Penn State College of Communications Student Council, 2012-Present

President, Vice President

Penn State Student Athlete Advisory Board, 2011-Present

THON Fundraising Chair for the 2012-2013, 2013-2014 and 2014-2015 school Yeahhrs.

Penn State Varsity Diving Team, 2011-2012

Competed at the BIG 10, NCAA Division I level.

Awards

The National Society of Collegiate Scholar, 2012-Present

Kappa Tau Alpha Journalism Honor Society, 2013-Present