

MEDIA '87

The News at 8

Says Schulberg: "What I do for a living has transformed itself into a public image, a celebrity status. It's weird, and you never get used to it."

Continued from 9

balance concerns of both journalism and business — all keeping in mind that what viewers hear and see on the news shows is no more important than how they feel about what they hear and see. And it's with this idea in mind — that style can be as important as substance — that Pete & Tracy (as well as Mike & Shirley and Jeff & Julie) bring you the news at 5 and 11.

For reporters, the morning of April 7 becomes a race to be first. Storrs and cameraman Terry Renteria drive first to City Hall to confirm that Davis had indeed been fired and to give the go-ahead for their station to

interrupt programming with a special report, called a "break-in."

KGW has few better reporters to cover such a story than Storrs, a 16-year veteran. Once at City Hall, Storrs wants to interview Auditor Barbara Clark, whose Police Bureau report triggered Davis' firing. When Clark's receptionist tells Storrs the auditor is in a meeting and can't be disturbed, Storrs simply waits until the receptionist leaves the room before ushering himself into Clark's office.

The 37-year-old Storrs fits the profile of the city's TV reporters — young (the average age for reporters at KGW is 31) and reaching Portland after experience in two or three smaller television markets. For many, Port-

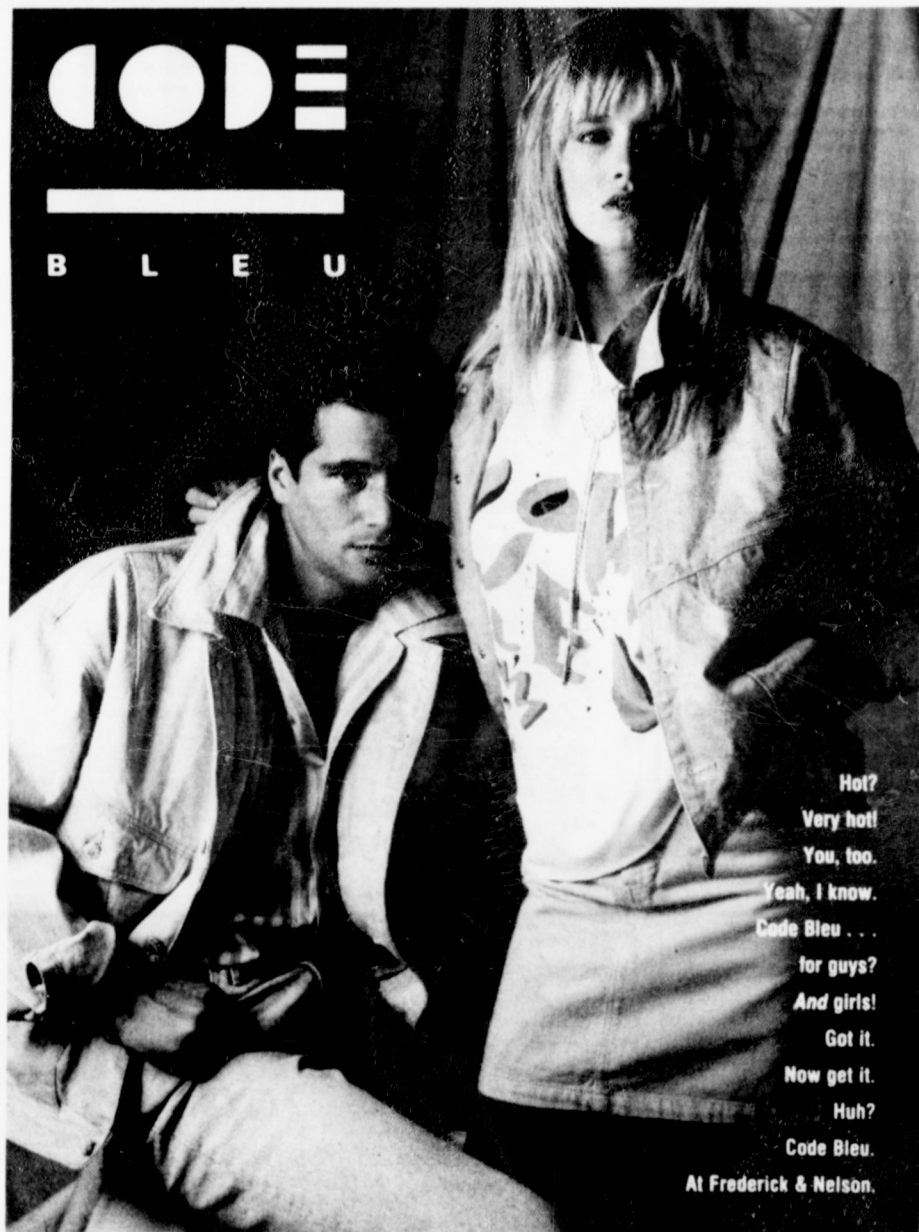
land is a stopping point to bigger markets, where the salaries can be twice the \$29,000 to \$35,000 annually that most reporters earn at KGW.

The wait for Storrs' call back to the KGW newsroom has made Matt Shelley, the station's managing editor, a nervous man. At 8:45, he is prepared to have morning anchor Teresa Richardson interrupt programming with a special report on the firing. A script is written and lies ready on a nearby desk. All Shelley needs is a call from Storrs, confirming the tip.

Shelley, a cigarette in his hand, paces past a bank of four TV sets that continually monitor all the local stations. A few minutes after 9, Shelley watches KATU beat his station to the story. "A.M. Northwest" is interrupted with a speculative (but accurate) report of the firing. Shelley shakes his head. "I'd sure like to know if they have that confirmed or not," he says.

Only the tiniest fraction of viewers will know — or care — which station broke the story. KGW would follow KATU by only a few minutes, and within half an hour the news would be flooding radio and television stations citywide. Yet the race to be first, at least among those in the business, is still a matter of professional pride.

While reporters such as Storrs receive most of the credit for TV's ability to cover breaking events, cameramen play an equally important role. When Renteria catches Bud Clark on camera saying "I've got another disappointment on my hands," he evokes more emotion than if Storrs had read the comment into a camera. Says anchorman Pete Schulberg,



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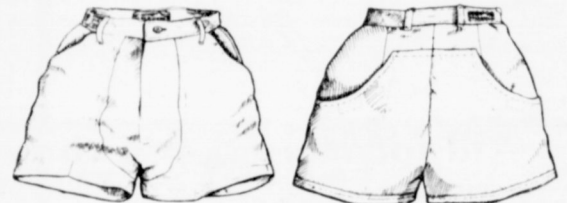
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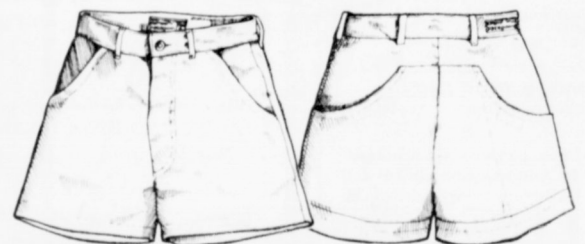
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