

MEDIA '87

The News at 8



The race to be first is still a matter of professional pride.

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and 25 years after its emergence as a major force in modern journalism, TV news still has trouble getting respect. TV reporters often find their print counterparts scoffing at a medium that seems as much show business as reportage.

"You won't find anyone here who says people should rely on only TV news," says 21-year KGW veteran Jon Tuttle. "We're quick and we're effective if you want a good headline service. We simply don't give the infor-

mation people get with print. But we do astonishingly well conveying the power of any given moment . . . We have a presence that print will never achieve."

TV journalism can also reach great numbers of people quickly. On any weeknight in Portland, 450,000 people are watching TV news — far more than will pick up *The Oregonian* the next day.

TV news is also the last outpost of competitive journalism in Portland. Each night at

5 and 11 pm, three stations — KATU, KOIN and KGW — go head-to-head for viewers' attention. The city's fourth news station, KPTV, competes for the news but, airing at a different time (10 pm), not directly for the same viewers.

For years, one station, KOIN, could claim to be the unquestioned favorite of Portlanders. But no longer. For the first time in nearly a decade, KGW has clipped KOIN's ratings lead and, according to one survey, is

now Portland's No. 1 station for television news. While these horse races mean little to the viewer, the advertising revenue these ratings help bring means millions of dollars to the local stations.

Even though April 7 was an exceptional news day, it revealed much about the way TV news works: from its frontline reporters and photographers to its "stars," the anchors, and from the technology to the executives who

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