

WSB TV (Atlanta) -- local news analysis

The national cable firm, Cox Communications, owns WSB. Cox also owns several local radio stations and the dominant local newspaper, the Atlanta Journal Constitution. WSB is affiliated with the national broadcasting network ABC (itself owned by Disney) and shows ABC programming in the morning and evening.

Channel 2 Action News at 5pm (high def)

- 4pm programme: Oprah Winfrey (syndicated programming)
- 5pm programme: Actions News a 5pm (analysed below)
- 6pm programme: Actions News at 6pm (another hour of local news)
- 7pm programme: ABC World News (network programming)

Competing local evening newscasts (all are high def):

- Fox5 News at 5pm (1 hour) (Fox affiliate)
- Fox5 News at 6pm (1 hour) (Fox affiliate)
- 11 Alive News at 6pm (0.5 hour) (NBC affiliate)
- CBS Atlanta News at 6pm (0.5 hour) (CBS affiliate)

17 June 2009

Time	Item
16:59	Fatal accident on motorway yesterday; discussion of police investigation; live shot from local police department with reporter discussing the investigation. Witness interview / photos / video from accident site. Another interview with friend of victim. Live appeal for more information from eyewitnesses.
1701:39	Dec 2008 collapse of walkway at local botanical garden; update on OSHA investigation. Live shot from site of walkway collapse with reporter updating. Interview with CEO of construction firm that challenges investigation's findings. Interview with head of botanical garden.
1704:21	Weather update. Thunderstorm watch in the area. Live radar (hail, strong winds)
1705:20	Police looking for rape suspect. Live shot from location with reporter on scene. Reporter discussing investigation. Interview with local supervisor of office complex involved. Reporter gives description on air.
1706:55	Police chase earlier today. Taped helicopter footage. (quick).
1707:18	Court case: Murder from 8 years ago. Live shot from courthouse. The reporter discusses developments in the case. Taped courtroom footage of prosecutor's arguments. Prosecutor wants

	the death penalty. Taped footage of defense arguments inside courtroom.
1708:53	Store shooting – attempted robbery at store. I think they said it was a liquor store, but cannot be sure. Clerk shoots robber who had a knife and tried to stab him. Interview with store clerk, recounting his actions. Store surveillance camera footage shown – it shows the actual shooting. The clerk’s son is a cop who gave him the pistol for self-defense. Photo of suspect who is now in hospital. Clerk is now back at work at the shop.
1710:48	Search for woman missing in jet ski accident. Body now found. Taped footage from scene.
1711:10	Teasers for upcoming news /weather...
1711:44	Closed captioning of news sponsored by manufacturer of AC units
1712:19	Pizza delivery advert (Papa Johns)
1712:49	Bank of America advert – they also sponsor an upcoming news programme.
1713:50	Pest control advert (local)
1714:00	Local law firm sponsors Florida trip contest for military families
1714:15	Advert for air conditioning supplier End of advert break – about 2 minutes, 41 seconds
1714:25	Woman charged with performing exorcism on son! Classic! Live shot with on-the-scene reporter. Interview with witness claims charges are blown out of proportion. Says child was not deprived of water or food and was not handcuffed. Interview with cop. He makes abuse claims. Kid in hospital suffering from dehydration.
1716:10	Breaking news. Live picture from DOT camera traffic accident and resulting delay. Also live traffic video from news chopper.
1716:40	Police caught robber at local gas station based on video from previous newscast and viewer tips.
1717:08	Case update. Some schools secretly changed kids’ standardized test results. Police investigation.
1717:30	Atlanta zoo needs to raise money to keep giant pandas. Taped interview with zoo officials. Some cute panda footage. They are asking people to donate or become zoo members. They link to station’s website for details.
1719:33	Water amusement park reopens after repairs. Taped footage.
1719:55	Fire at local apartment complex at 2pm. Taped helicopter footage from earlier in the day.
1720:14	Teaser for upcoming news...
1720:55	Furniture store advert
1721:24	Bank advert
1721:54	Advert for relocation service for military families
1722:55	Advert for supermarket
1723:25	Law firm advert

	End of advert break – about 2 minutes, 40 seconds
1723:35	Obama’s new proposed financial regulations. Looks like footage from national network.
1725:06	Local county’s budget update. Graphics showing budget amounts and people affected.
1725:30	Update on Jimmy Carter assassination attempt in Gaza. He’s from Georgia.
1725:52	Teaser for upcoming news and weather...
1726:18	Advert for upcoming syndicated programme
1726:33	Pizza delivery advert
1726:48	A local Atlanta hospital sponsors some health news: talking about a new type of medical procedure. It’s basically an advert for the local hospital.
1728:17	Eye care advert (local) End of advert break – about 2 minutes, 13 seconds
1728:31	Public service announcement – charity event upcoming.
1728:51	Weather. High tech radar, etc. 90 degrees Fahrenheit. 94 tomorrow. 96 by Friday. The city is melting.
1732:50	Thieves are targeting local delivery trucks. Live shot from local police HQ with reporter discussing recent crimes. Taped footage as well. Interview with security consultant. Taped footage observing local delivery people to see if they followed protocol of locking up their trucks.
1734:43	Police caught someone breaking into local fitness center. Busted him in action.
1735:04	Dog fighting ring busted! Case discussion.
1735:22	Proposed fare increase for local public transportation. Taped interview with MARTA official and where / when the public hearings will occur.
1735:54	Teaser for upcoming news... link to local co-owned newspaper the Atlanta Journal Constitution. Some element of news sponsored by law firm (very quick announcement - I could not catch it)
1736:37	Advert for upcoming network programme
1736:55	Law firm advert
1737:22	Fast food advert
1737:52	Car advert (local dealer)
1738:21	Car insurance advert
1738:51	Carpet advert End of advert break – about 2 minutes, 44 seconds
1739:21	Election protests in Iran. Looks like footage from national network.
1740:00	North Korea threats.
1740:23	Local symposium on immigration. Taped interview. Local university sponsored debate.

1740:53	Teaser for upcoming news...
1741:21	Furniture advert
1741:35	Car insurance advert
1742:05	Visit Florida advert
1742:35	Furniture advert
1742:50	Lotto! Drawing results
1743:05	Law firm advert
1743:37	Electronics store advert End of advert break – about 2 minutes, 46 seconds
1744:07	Bridal shop rips off local bride by not delivering her wedding dress. Consumer investigative reporting. Interview with victim. The reporter goes to the shop owner’s residence and knocks on door. No answer. Local shop has no rating from better business bureau.
1746:10	Local family memorial for son killed in crash ten years ago. Interview with mother. Driver still at large... may have fled to Mexico years ago.
1746:43	Martin Luther King Jr. history center in Atlanta getting repaired
1746:00	Upcoming items for 6pm news...
1747:47	Double shooting update (happened some point earlier this month). Taped footage from scene. Interview with witness. Update on victims and investigation.
1749:06	Are consumers harmed by Apple iPhone exclusive deal with AT&T? Discussion.
1749:41	State of Georgia under citrus quarantine because of disease found. GA cannot ship citrus to other states.
1750:05	News, weather teasers...
1750:32	Advert for network programme
1750:46	Furniture advert
1751:00	Car advert
1751:29	Private health care advert
1751:59	Fast food advert
1752:29	Furniture advert End of advert break – about 2 minutes, 12 seconds
1752:44	Local couple having problem with their insurance company. They are complaining about paperwork and lack of trust.
1753:24	Air France crash update. Looks like they are using network footage.
1753:47	Space shuttle leak delays today’s launch.
1754:06	New road to open in the Atlanta area. Update on details.
1754:24	Teaser for upcoming news...
1754:39	Pizza delivery advert
1754:55	Car dealer advert (local)
1755:10	Bank advert (local)

1755:39	Furniture advert
1756:11	Local law firm sponsors trip contest for military families End of advert break - about 1 minute, 42 seconds
1756:21	More weather
1757:16	Upcoming news teasers...
1757:52	Law firm advert End of advert break - about 5 seconds
1757:57	Charity announcement for eco-friendly event.
1758:07	Restaurant advert
1758:37	Carpet advert End of advert break - about 47 seconds
1758:54	6pm news starts with news of arrest of local judge.

Total adverts = approximately 18 minutes... give or take.