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Storyboard – Murrow and Television Responsibility

Digital Story Online at:

http://digitalstorytelling.coe.uh.edu/view_story.cfm?vid=98&otherid=searchds&d_title=none

<p>VOICE OVER: TRANSITION: Title Frame SOUND:</p>	
<p>VO: In my lifetime I have watched the television news become more and more sensational and dramatic. TRANS: SOUND:</p>	
<p>VO: Reporters throw up flashy stories to catch the attention of the viewer, who increasingly is only interested in death, violence, and scandal. TRANS: SOUND:</p>	
<p>VO: It is my opinion that the definition of journalistic integrity has been lost on today's news media. TRANS: SOUND:</p>	<p>News clips</p>
<p>VO: News is driven by ratings. Reporters sensationalize events to create the excitement that will win them viewers. TRANS: SOUND:</p>	

VO: We have come a long way from the respectful beginnings of mass media in the United States.

TRANS:

SOUND:



VO: Edward R. Murrow was right in his beliefs that television has an enormous responsibility that it is not fulfilling.

TRANS:

SOUND:



VO: In a speech on October 25, 1958, before the Radio and Television News Directors Association in Chicago, Murrow warned of the dangers of the misuse of the television media.

TRANS:

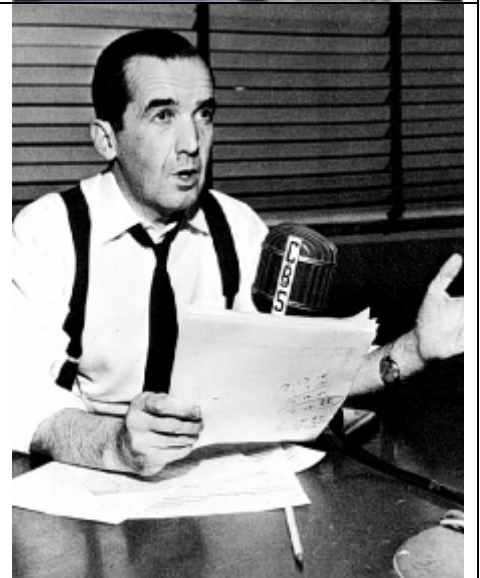
SOUND:



VO: *I have decided to express my concern about what I believe to be happening to radio and television.*

TRANS:

SOUND:



VO: *I am seized with an abiding fear regarding what these two instruments are doing to our society, our culture and our heritage.*
TRANS:
SOUND:



VO: *I invite your attention to the television schedules of all networks between the hours of 8 and 11 p.m., Eastern Time. Here you will find only fleeting and spasmodic reference to the fact that this nation is in mortal danger.*
TRANS:
SOUND:



VO: *During the daily peak viewing periods, television in the main insulates us from the realities of the world in which we live.*
TRANS:
SOUND:

Clips from:
 Simpsons
 Seinfeld
 Grey's Anatomy
 Family Guy

VO: *One of the basic troubles with radio and television news is that both instruments have grown up as an incompatible combination of show business, advertising and news.*
TRANS:
SOUND:


News Clips

VO: *The top management of the networks has been trained in advertising, research, sales or show business. But by the nature of the corporate structure, they also make the final and crucial decisions having to do with news and public affairs.*
TRANS:
SOUND:



VO: *Sometimes there is a clash between the public interest and*

Network logos

<p><i>the corporate interest.</i></p> <p>TRANS: SOUND:</p>	<p>Fade out</p>
<p>VO: <i>So the question is this: Are the big corporations who pay the freight for radio and television programs wise to use that time exclusively for the sale of goods and services?</i></p> <p>TRANS: SOUND:</p>	<p>Scroll of Noam Chomsky Corporate info</p>
<p>VO: <i>Is it in their own interest and that of the stockholders so to do?</i></p> <p>TRANS: SOUND:</p>	<p>Cont. scroll</p>
<p>VO: <i>The sponsor of an hour's television program is not buying merely the six minutes devoted to commercial message. He is determining, within broad limits, the sum total of the impact of the entire hour.</i></p> <p>TRANS: SOUND:</p>	<p>Cont. scroll</p>
<p>VO: <i>If he always, invariably, reaches for the largest possible audience, then this process of insulation, of escape from reality, will continue to be massively financed, and its apologist will continue to make winsome speeches about giving the public what it wants, or "letting the public decide."</i></p> <p>TRANS: SOUND:</p>	 <p>2005-2006 DMAs® - Designated Market Areas</p>
<p>VO: <i>But this nation is now in competition with malignant forces of evil who are using every instrument at their command to empty the minds of their subjects and fill those minds with slogans, determination and faith in the future.</i></p> <p>TRANS: SOUND:</p>	<p>News Clips</p>
<p>VO: <i>To a very considerable extent the media of mass communications in a given country reflect the political, economic and social climate in which they flourish.</i></p> <p>TRANS: SOUND:</p>	<p>Pictures of: Hitler Stalin Lenin Castro Etc...</p>

VO: *We are currently wealthy, fat, comfortable and complacent.*

TRANS:

SOUND:



VO: *We have currently a built-in allergy to unpleasant or disturbing information.*

TRANS:

SOUND:



VO: *Our mass media reflect this.*

TRANS:

SOUND:



VO: *But unless we get up off our fat surpluses and recognize that television in the main is being used to distract, delude, amuse and insulate us, then television and those who finance it, those who look at it and those who work at it, may see a totally different picture too late.*

TRANS:

SOUND:



VO: *This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends.*

TRANS:

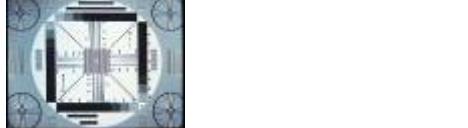
SOUND:

Pictures of :
 Tiananmen Square
 JFK Funeral
 Apollo on moon

VO: *Otherwise it is merely wires and lights in a box.*

TRANS:

SOUND:



VO: *There is a great and perhaps decisive battle to be fought against ignorance, intolerance and indifference.*

TRANS:

SOUND:

Jackass clip

VO: *This weapon of television could be useful.*

TRANS:

SOUND:



VO: The public has been taught that sensationalized news is what

News clip

<p>is should expect. TRANS: SOUND:</p>	
<p>VO: Is there any turning back now? TRANS: SOUND:</p>	<p>Dr. Strangelove Atom bomb</p>
<p>VO: TRANS: SOUND: Bars and Tone</p>	