

REPRESENT ME RIGHT: A CASE STUDY ON BLACK REPRESENTATION IN LOCAL
VERSUS NATIONAL TELEVISION NEWS

Genesis C. Jordan

A Thesis

Submitted to the Graduate College of Bowling Green
State University in partial fulfillment of
the requirements for the degree of

MASTER OF ARTS

August 2023

Committee:

Louisa Ha, Committee Chair

Jasmine S. Crighton

Lisa K. Hanasono

© 2023

Genesis C. Jordan

All Rights Reserved

ABSTRACT

Louisa Ha, Committee Chair

With minorities making up about 42.2% of the total population in comparison to the 57.8% of White people (Jin et al., 2021), that number becomes much smaller when going into specific career paths. Black people in the television industry make up about 13.2%. However, that number becomes even smaller when looking at certain roles in television—with Black people making up about 6% of television news directors and 4.2% of general managers (Papper & Henderson, 2022). The lack of representation in the television industry affects how news is made.

Using the case study method, two news programs (WDIV-TV and *CBS Mornings*) at the local and national level were examined to see how representation for Black people has been utilized in those shows, as they have a presence of Black people in leadership roles; an additional local station in the same location was incorporated into the study to compare what representation looks like between these stations where there is higher and lower Black representation among news employees. A total of 237 episodes were observed for this case study with findings suggesting that when there is a Black person in a leadership role, the representation of Black people is not only higher, but also shows positive representation of the community.

The findings support the idea that when Black people are given leadership opportunities in news, representation increases and stories about the community are more frequent and of better quality.

To everyone who believed in me, even when I did not believe in myself

ACKNOWLEDGMENTS

The journey to completing this thesis was tough, and I did not see the light at the end of the tunnel at many points. However, the strong community I have pushed me to finish it, so I have to take this moment to acknowledge them.

I would like to first thank my family, specifically my mom, Gabby, Caleb, and my grandma. The constant encouraging words and love kept me going every step of the way. My number one goal in life is to always make you all proud and be a role model for Gabby & Caleb, so hopefully I am succeeding in both! I would also like to thank my friends back at home in Detroit and the friends I have made here through BGSU. You all have kept me sane through the texts, the FaceTime calls, and the TikTok videos being sent back and forth when I needed a break. I am so blessed to have a great group of friends who I know will always support me (and vice versa). I love you all!

I absolutely could not have finished this thesis without the guidance of my amazing committee members. I have to thank you all collectively for your flexibility on this project as it was a whirlwind. I would like to first thank Dr. Louisa Ha for not only encouraging me to apply to the graduate program back in Spring 2021, but also taking on being the chair of this project. This project grew out of her class, and I am thankful she agreed to see it through with me. Thank you for your patience through all the brainstorming and writing the chapters. To Dr. Lisa Hanasono, thank you for always being the positive energy everyone needs in their life and for helping me work through what I wanted to ask in my research questions during the topic approval meeting (because I was so nervous and wanted to get it over with). I always wanted to take a course with you, but I was unable, so I am very thankful to have you on this committee and interact with you. To Professor Jasmine Crighton, thank you for not only being my

committee member, but also a role model and mentor. Thank you for challenging me in and outside of the classroom as well as seeing the potential that I sometimes don't see in myself; thank you for an amazing three years under your guidance.

Finally, I would like to thank everyone in the School of Media and Communication who have contributed to my experience here. Thank you to all the amazing faculty members who I have had as professors (and some twice). To everyone in Kuhlin 315, a.k.a. the best grad office, thank you all for being a space where we can not only vent but also enjoy each other's company. I would not have made it through grad school without you all. I will cherish those memories forever!

Thank you, Bowling Green State University, for an amazing 6 years.

TABLE OF CONTENTS

	Page
CHAPTER I. INTRODUCTION.....	1
<i>CBS/CBS Mornings</i>	2
WDIV-TV/Local 4 News.....	5
Study Objectives	8
CHAPTER II. LITERATURE REVIEW	9
FCC’s Mixed Contribution to Diversity in the Broadcast Industry	9
Black Journalists in U.S. Broadcasting History	11
Perceptions of Diversity in the Newsroom	12
Local and National News Race Representation.....	13
Incognizant Racism in Television.....	16
Implicit Racism.....	17
Ethics & Reporting on Race	18
Opportunities for Change.....	19
Research Questions	20
CHAPTER III. METHOD	22
Case Study Method.....	22
Cases Chosen	23
Data Collection	24
Coding Race	26
Standards & Guidelines for Quality of Representation	26
CHAPTER IV. RESULTS.....	28
<i>CBS Mornings</i>	28

Show Aesthetics.....	31
Content.....	32
Black Guests	32
Black Guest Story Highlights	33
Black Community Stories	35
Coverage of Black Stories in the News	36
Other	38
WDIV-TV & Fox 2 Detroit	38
Black Representation On-Air & Behind-The-Scenes	39
Black People Highlighted	41
Black Detroit Community Stories.....	43
Black Businesses.....	44
Crime in Detroit	45
Quality Check	46
Local versus National News	50
Tyre Nichols Case.....	50
Michigan State University Shooting.....	52
CHAPTER V. DISCUSSION AND CONCLUSION	54
<i>CBS Mornings</i>	54
WDIV-TV & Fox 2 Detroit	56
Local versus National News	57
Limitations	60
Future Research	60

Conclusion	62
REFERENCES	64
APPENDIX A. JANUARY & FEBRUARY 2016/2023 YOUTUBE	
CLIPS OF <i>CBS MORNINGS</i>	72
APPENDIX B. JANUARY & FEBRUARY 2023 CLIPS YOUTUBE	
CLIPS OF WDIV & FOX 2 DETROIT	76

LIST OF FIGURES

Figure		Page
1	Bar Graph of the Number of Stories Related to Black People in Respective Categories (2016)	30
2	Bar Graph of the Number of Stories Related to Black People in Respective Categories (2023)	30
3	Comparison of Black People Categories for WDIV-TV & Fox 2 Detroit.....	41

LIST OF TABLES

Table		Page
1	Number of WDIV Stories that Fit into the Quality Guidelines	46
2	Number of Fox 2 Detroit Stories that Fit into the Quality Guidelines.....	47

CHAPTER I. INTRODUCTION

Diversity and representation in media matters. Representation is essential, especially in the media, because it breaks harmful stereotypes geared towards marginalized communities. It helps to provide an accurate view of the world as it is while making positive change towards how minorities are viewed in society. Americans have expressed authentic experiences of their communities are not reflected and power dynamics between racial groups are not equal, especially in film and television (Nguyen, 2018); those feelings can be spread across all media types, including broadcast news. An essential aspect of representation includes having people who are part of those marginalized communities be in front and behind the scenes making sure the voices in their communities are heard not only loudly, but proudly.

While television news is becoming more diverse, it still does not reflect the general public. The minority population in the U.S., with all minority group numbers combined, comes to about 42.2%, in comparison to White people who make up about 57.8% of the population, according to recent Census data (Jin et al, 2021). Minorities in the television workforce make up about 25.5%. When broken down by specific minority groups, African Americans make up about 13.2%, Hispanic/Latino 9.1%, Asian American 2.5%, and Native American 0.7%. These numbers become even smaller when looking at certain roles in television such as reporters, producers, news directors, and general managers. With TV news directors, in comparison to White people at 82.5%, African Americans make up about 6%, Hispanic/Latino 6.8%, Asian American 3.6%, and Native American 1.2%. With general managers, compared to about 90.3% of White people in this role, African Americans make up about 4.2%, Hispanic/Latino 2.8%, and Asian American 1.4% (Papper & Henderson, 2022). White people are the majority when it comes to certain TV news positions while minority reporters are significantly less. This lack of

representation influences how news is made, especially when it concerns minorities. Without proper representation, news is created and distributed without having someone's input who is part of that community, which can be harmful.

The accessibility of news to viewers and an overall interest in representation in TV news media is what prompted this study. This study will show having diversity and representation at a news station can influence not only the content, but also the hiring of people to bring in and work at stations. When minorities have a voice in regard to news content, it benefits the station, the quality of the content, the self-perception of viewers, and the overall perception of minority groups. With all this in mind, this case study looks at two different television stations—one at the local level and the other at the national level, specifically looking at how the incorporation of representation changed the course of both these news stations. CBS News in the *CBS Mornings* show for the national TV news is used because of their multiple rebranding over the past decade and because of the incorporation of Gayle King as the leading co-anchor of the show. For the local station, WDIV-TV in Detroit, MI is studied because they cater news specifically to Detroit and its surrounding area; Detroit is also one of the cities with a high Black population—Black people making up about 77% of the city with the total population being at an estimated 639,000 people counted during the 2020 U.S. Census (“QuickFacts. Detroit, Michigan”)—so it would be interesting to see how Black representation on the staff affects content and if news reports reflect the demographics of the community.

CBS/CBS Mornings

CBS, or the Columbia Broadcasting System was developed in 1927 by talent agent Arthur Judson with the original name United Independent Broadcasters. Judson was unable to get work for his clients at the National Broadcasting Company (NBC), so he established his own.

However, after merging with another company and financial losses, the network was purchased for around \$400,000 by William S. Paley, whose father owned a company that was one of the network's main advertisers, La Palina cigars. Under Paley, CBS was officially on the air in 1929. Starting out as solely a radio company, Paley was able to grow the company from 22 radio stations to 144 in a decade through offering affiliated stations free programming in exchange for having sponsored network shows during certain parts of their schedule. This brought in about \$3 million in annual profits by 1932. As the 1950s and 1960s came around, CBS moved into the television medium. With dramatic programming, variety shows, and comedies, CBS earned some of their highest ratings and enjoyed the reputation of having high quality and sophistication in their programs. During the 1960s and 1970s, newscasts came into play with Walter Cronkite ("the most trusted man in America") anchoring the evening newscasts at CBS while *60 Minutes* occurred on Sunday nights. CBS has had a lot of notable success in the television content they have created such as *60 Minutes*, the *Late Show with David Letterman*, the *Survivor* series, the *CSI: Crime Scene Investigation* franchise and their spin-offs to name a few (Erickson, 2017).

CBS Mornings is the morning news broadcast of CBS with current hosts Gayle King, Tony Dokoupil, and Nate Burleson. The newscast has an audience of about 3 million viewers daily, and is a mix of daily news, coverage of developing stories at both the national and international level, as well as sit-down interviews with figures in politics, business, and entertainment (CBS, 2023). *CBS Morning* has rebranded multiple times. It began with "CBS This Morning" when it debuted from 1987 until 1999, then it changed to "The Early Show" from 1999 to 2012. It switched back to "CBS This Morning" in 2012 when three new journalists Erica Hill (immediately replaced by Norah O'Donnell), Gayle King, and Charlie Rose would be

joining the revamped show. Finally in 2021, the morning program was renamed “CBS Mornings” (Hill, 2021).

In 2017 anchor Charlie Rose was fired from the network after the *Washington Post* published a story where eight women came forward and accused him of sexual harassment and unwanted advances. Just a few short months later *The Post* reported that an additional 27 women had come forward accusing Rose of harassment over the three decades they worked with him. Rose did admit that he had romantic relationships with the women he worked with and saw why those were inappropriate (Atkinson, 2020). *CBS Mornings* went under many anchor changes after the Rose scandal, with John Dickerson joining as a co-host in 2018 (CBS, 2018) as well as Bianna Golodryga (CBS, 2018)—who departed six months after. In 2019 Dickerson and O'Donnell both announced that they would be leaving the show to move to other CBS shows. Anthony Mason and Tony Dokoupil joined Black female news anchor Gayle King at the anchor desk (Iannucci, 2019). However, that would not last long as Mason would decide to move to a different role and Nate Burleson would join the final line up that we see today (Johnson, 2021).

With a setting from a new studio in Times Square, CBS aimed to have the daily show in line with the *CBS Sunday Morning* show so they would be under the same umbrella and have stories that are deep and distinctive seven mornings a week (Malone, 2021). Burleson, a former NFL wide receiver and sports analyst, was a key part of the reboot as many of his coworkers say that he brings in a different energy and different information/commentary because of his sports background. Shawna Thomas, the black female executive producer of *CBS Mornings* since February 2021, mentioned capitalizing on the storytellers they have on their staff, which includes King, Doukoupil, and Burleson. That includes giving their correspondents the opportunity to tell the stories they want and in the communities they reflect, which causes an increase in pitching

stories that not only work in the newscast format, but also in a longer format. Thomas says “that breeds energy; that breeds more ideas.” Many of the show staff are in the 25-54 age range, and Thomas always encourages them to “make the show you want to watch” (Malone, 2022).

Ratings for the 2021-2022 season for *CBS Mornings* include an average of about 2.4 million viewers, which is lower than ABC and NBC’s morning shows *Today* (3 million) and *Good Morning America* (3.2 million) respectively. However, ratings for all three shows have gone down significantly. It is also important to note that while CBS is in last place with ratings, they have lost the least number of viewers in the age range of 25-54, with *Today* losing about 17%, *Good Morning America* losing about 12%, and *CBS Mornings* losing only about 9% (Katz, 2022). In addition, *CBS Mornings* has seen an increase in women viewers from ages 25-54 go up about 4% to date and 11% in the second quarter of the year while both *GMA* and *Today* have gone down in that demographic about 21% and 22% respectively (Malone, 2022).

WDIV-TV/Local 4 News

WDIV-TV, Detroit’s first and oldest television station, was founded in 1947. It was one of the most dominant news stations in the city until the rebellion in Detroit, where ratings lowered because the stories of those affected during the rebellion were being killed by management, so the other news stations went past them in ratings. This rebellion was against the Detroit police, and other forms of discrimination such as lack of housing availability and jobs. Channel 4 were not airing stories at the street level (i.e., speaking with those in the middle of the rebellion and those directly impacted by it) like channel 7 was airing; channel 4 believed if they did not show it on television it would die down eventually. This eventually led to the audience having a lack of trust in channel 4 because they were not accurately reflecting what was happening in the city; there was no connection between the station and the community. In 1978,

the Washington Post Company took complete control of Channel 4 (the previous name of WDIV) because of FCC rules about media ownership of companies in the same city. To get the station back on track, former executive producer Eli Zaret introduced the “Go 4 It” advertising campaigns and jingles, and the station received boosts from NBC shows such as *Cheers*, *Seinfeld*, *Miami Vice*, and *The Golden Girls* that usually premiered before the Channel 4 newscasts. Perhaps the most important piece of getting WDIV back on top was finding an anchor for Mort Crim, who was a White lead anchor for a majority Black city during the late 1970s. Native Detroiter Carmen Harlan, who was one of the few Black anchors during 1970s Detroit, was then hired as a co-host along Crim. Both Crim and Harlan are the most notable anchors who contributed to the change of WDIV. Harlan has been credited for connecting Crim to Detroit and for getting Detroit viewers to tune in as she was a native and could connect with the audience (Hinds, 2022). Crim stayed with the station from 1978 until 1997 while Harlan stayed from 1978 to 2016. The anchors that we see today that sits in both Harlan & Crim’s seats include Kimberly Gill and Devin Scillian.

Through this station there have been shows and special programs that air in addition to the newscasts. With the morning, noon, evening, and nightly news, there is also *Live in the D*, which highlights many of the positive things happening around the city of Detroit. Outside of the newscasts, there is also the America’s Thanksgiving Parade during Thanksgiving Day as well as the Ford Fireworks during the summer, both broadcasted by WDIV from Downtown Detroit. With multiple newscasts a day and programs in addition to these, there is a team behind every station. WDIV has 8 on-air talent that are Black—Kimberly Gill (leading anchor for the evening & night news), Rhonda Walker (leading anchor for the early morning news), Pamela Osborne, Darnell Blackburn, Paula Tutman, Victor Williams, Megan Woods, and Tati Amare (who hosts

Live in the D). There is one Indo-Canadian talent—Priya Mann. The rest of the talent are White—Devin Scillian, Karen Drew, Jason Colthrop, Grant Hermes, Christy McDonald, Kim DeGiulio, Jacqueline Francis, Shawn Ley, Mara MacDonald, Dr. Frank McGeorge, Rod Meloni, Nick Monacelli, Hank Winchester, Kim Adams, Ashlee Baracy, Brandon Roux, Brett Collar, Bryan Schuerman, and Michelle Oliver (ClickOnDetroit, 2023).

WDIV-TV is under the Graham Media Group, which is a subsidiary of Graham Holdings Company. WDIV is the NBC affiliate in Detroit as well as the number one NBC affiliate among the largest 40 markets nationwide. They have the advantage of being the only news station located in the city, with headquarters in Downtown Detroit (“WDIV”). Through the years, WDIV has been honored with multiple awards for their work including most recently the Edward R. Murrow Award under the Radio Television Digital News Association Organization in 2022 in Best Newscast for their 11 p.m. news show coverage of the Oxford High School shooting in late 2021 (“2022 Edward R. Murrow Awards”). Other awards include the National Association of Broadcasters (NAB) ‘Service to America’ award, Michigan Emmy awards, and the Michigan Association of Broadcasters ‘Station of the Year’ award for the past 8 years in a row (“WDIV”).

In 2020 and 2021, WDIV has been rated the top newscast. They finished 2020 with the highest rated newscasts for their 4:00 p.m. until 6:30 p.m. and 11 p.m. with adults 24-54 (Greeley, 2021). They finished 2021 with many first-place ratings for their newscasts. Their 6 a.m. show placed first and dethroned WJBK (Fox 2 Detroit), the 4 p.m. show rated number one, their 5 p.m. show continued their nine-year number one streak, their 6 p.m. show rated number one across all demographics, and their website remained the number one media website in Metro Detroit with an estimated 4 million visitors (ClickOnDetroit, 2021).

Study Objectives

The purpose of this study is to see how much Black representation is utilized in these shows, and look at how representation in the news staff makes a difference with the quality of content, by looking at local and national news. More opportunities for representation mean more people are able to see people that look like them, see stories that reflect their life, and/or their communities. However, when opportunities for representation are not prioritized, then that leads to a lack of Black employees, which then leads to lack of support and diversity in the newsroom, lack of support and diversity leads to lack of positive representation (or any at all), and that leads to not having Black people in positions of power to change that. So, this study is important because it looks at two very specific cases where Black people have some say in the content they want to produce and send out to viewers because of their jobs; it contributes to the idea that diversified leadership makes a difference.

CHAPTER II. LITERATURE REVIEW

When thinking about diversity and representation in news production, it is important to look at the many influences that can impact how they are practiced in the industry. Through a review of the research studies on the subject, there are reoccurring themes that explain the way diversity and representation works in news production at an institutional level. These themes also affect the perspectives of people in racial minority groups that are working in the industry.

FCC's Mixed Contribution to Diversity in the Broadcast Industry

The Federal Communications Commission (FCC) has the task of regulating interstate and international communications by radio, television, wire, satellite, and cable in the United States. With multiple missions, the FCC specifically highlights promoting competition, innovation, and investment, encouraging the best use of domestic and international spectrum use, revising media regulations on new technology, fostering diversity and localism, and providing leadership in strengthening the nation's communication infrastructure (FCC, n.d.). While the FCC has the task of making sure communication of all kinds were regulated, some of their policies impact minorities' representation, their stories on television, and their ownership of television.

While the FCC was created to regulate the monopolization of broadcasting in 1934, they adopted rules that made it more difficult for minority and women-owned companies to survive in broadcasting. Lind (2018) discussed women and minorities' access to broadcasting. First is the avoidance of voice differentiation between White and Blacks on air. White women were able to access the airwaves, but they did not question the status quo. Black people on the other hand were subjected to racial ventriloquism and anonymity, which meant suppressing their authentic voice in both how they sound vocally and the type of material they wanted to speak about on-air. The FCC went through multiple stages of rule changes to ownership of media broadcasting.

Some of the notable ownership rule changes would make it easier for conglomerates to charge unfair costs to beginning and smaller broadcasters. Organizations such as the National Association for the Advancement of Colored People (NAACP), the Minority Media and Telecommunications Council (MMTC), the National Urban League, and the National Association of Black Owned Broadcasters were at the forefront of voicing concerns of the underrepresented and fought to end the discrimination in the radio and television industries. The MMTC specifically provided insight and multiple proposals to the FCC on ways to be more inclusive with media broadcast ownership. They stated the effects of minority exclusion discrimination and argued that minority ownership would foster diversity in content and employment, as well as assist in dispelling racial stereotypes. The MMTC proposed that the FCC should ban race and gender discrimination in broadcast station sales, as well as adopt incentives to encourage major companies to sell stations to minorities, share broadcast time, and have minority owners and showrunners. These proposals went ignored by the FCC. Instead, major media companies such as News Corp. and Viacom are allowed to own multiple television stations across the country (Solages, 2003).

The FCC's Equal Employment Opportunity (EEO) guidelines specifically stated that broadcasters had to actively seek out diversity candidates to place at their workplaces. However, in 1998, the U.S. Court of Appeals struck down those guidelines; they went on to say that they were not striking down the guidelines against discrimination, but instead the hiring guidelines and percentages of candidates required for workplaces to hire. With that decision came mixed reactions from workplaces that would conduct those hirings of workers. Many news directors believed that diversity was needed in newsrooms because it adds multiple opinions and insights, viewers would know when they are not being committed to making sure stories reflect their

viewers' experiences, and that diversity should not only be shown in front of the camera but also in the writers and producers. However, other news directors and managers stated the changes made their lives simpler with no extra paperwork and that they were looking forward to the elimination of the EEO guidelines. Once 2000 came, the FCC did adopt new EEO guidelines where they reinforced their discrimination rule, but there would be no sanctions on percentage count. This would essentially minimize and/or eliminate the quota for diversity hiring because it would not be a priority it was not required. Such lack of sanctions was attributed as the cause of the lowering of minority representation in the industry (Papper, 2000).

Black Journalists in U.S. Broadcasting History

Baptiste (2022) examines the history of broadcasting news by showing the beginnings of racial integration, as well as people who were part of those integration practices, especially for Black journalists in Louisiana. The article mentioned authors Jannette Dates and William Barlow who explored the history of Black reporters in television newscasts in their book *Split Image: African Americans in Mass Media*. Their work explored African Americans who were prominent in television, print, advertising, and public relations, with a specific focus on Mal Goode. Goode was hired by ABC in 1962 and was identified as the first Black national television news correspondent. Libby Lewis (2016) sought out and spoke with Black reporters at television stations and purported that white managers wanted to control how Black people would be portrayed. Lewis concluded that Black reporters did not want this to happen and made Black people the central point of stories through highlighting comments from Black authorities and highlighting Black voices. Somani & Hopkinson (2019) conducted in-depth interviews with Black broadcast journalists who joined television newsrooms either in front of or behind the scenes to discuss the challenges they had to face while working there. Their study revealed that

many Black journalists endured racial biases during their time at these newsrooms such as: being trapped under negative stereotypes about Black people, which makes it harder for them to be seen as simply competent and committed, conforming to White expectations on how they should wear their hair (e.g., wearing it straight and not naturally curly, buying extensions, spending money to go to the hair salon every week), and feeling that what they do is ‘volunteer slavery’ because they do not feel as if they belong to themselves in the workplace.

Perceptions of Diversity in the Newsroom

Minority newsroom staff members’ perceptions of the workplace are often a topic that may not be brought up much. However, it is worth mentioning how one might perceive not only themselves in the newsroom, but also how having minority executives in the office could make a difference in workplace operations. Through the use of standpoint theory and critical cultural studies, Meyers & Gayle (2015) looked at the experiences and practices of African American women journalists in the newsroom. Through the use of semi-structured interviews of 10 African American women, they found that these women would actively try to combat negative stereotypes in news stories whenever possible because it felt like a responsibility on their part. This included finding sources from African Americans who were doctors, lawyers, or model students to increase the representation. However, some minority journalists perceive their role as professionals in the newsroom, which can lead to conforming to mainstream norms and advocacy avoidance, like Nishikawa et al. (2009) found through interviews with minority journalists. This finding strengthened the belief that minority journalists have to have their racial identity as an afterthought not only to avoid being targeted in their careers, but also to create and cover stories that would enhance and not restrict their careers. Rivas-Rodriguez et al. (2004) on the other hand examined how minority journalists’ perceptions of having a minority news

executive would impact the work operation. Through their distribution of a survey at a professional conference to measure the potential impact of having a minority executive, journalist respondents agreed that having a minority executive can make a positive difference through a news operation's sensitivity to racism, minority coverage, more job opportunities for minorities, and influencing how the media thinks of said minority groups. Through it all, it is also important to have mentors in the work that one does, especially when they are of the minority. Somani & Tyree (2021) found through interviewing Black broadcast journalists on mentorship in the newsroom: their mentors provide psychosocial support through reassuring that they belonged in the position they were placed and to gain perspectives on how others (i.e., the White workers) saw them in the workplace, providing vocational support that would create a new career path or help them become stronger and move to the next position in their current workplace, and their mentors simply being a role model for the mentees since they more than likely had similar background stories that the mentees can relate to and see themselves being like one day.

Local and National News Race Representation

In regard to representation in the news, it is important to note the differences at the local and national level. Local news has the advantage of reaching those that live in the communities they report on and are from. They also build that trust and credibility with their viewers through the sources they report on. National newscasts report on news that happens nationwide. With the goal of keeping viewers watching as long as possible, local television news reports on the news, as well as brings in people for different segments (either experts or not) to fill the time and share their ideas (WXYZ, 2023). While national TV has credible sources, it may not have that relatability with the viewers that local news has. With viewers, it is important that representation

is happening correctly as they watch the news depending on who they are, where they live, etc. Correct representation in this instance can look like not only the newscast staff physically representing the community, but also stories reported on in which viewers can identify and are knowledgeable about what it entails because it is happening in a place they live in and are familiar with. However, national news is advantaged in displaying the authority-defining issues of the country (ex: Black Lives Matter movements across the country, getting those directly involved in incidents concerning Black people on their show, etc.), as well having a wider impact in who sees their coverage, so it is essential to know how representation fairs nationally as common consensus for the country.

In local areas, it is especially important that representation occurs in the news through content, sources, and talent on-air and behind the scenes when they report on and from communities that are minority dominant. Studies have been conducted that show if news stations want to represent their communities accurately, their talent as well as the content should reflect said community. Coffey (2013) examined how effectively local news stations are physically or visually representing their communities while looking at randomly selected markets in the United States. Through a content analysis of the websites of the television stations for the on-air personnel's race and origin, the author found the greater the percentage a specific minority group in an area was, the greater the percentage of said minority group was as on-air personnel. Richardson (2022) found similar results with their study of determining if stations were doing a good job (or not) at including nonwhite newscasters after expressing that it is important to see on-air talents that reflect their communities, and for potential employees to see a station is prioritizing diversity. A content analysis was conducted of publicity photos of about 4,000 newscasters from 193 local television stations with coders discussing characteristics used to

identify race and gender such as skin tone, hairstyles, facial features, pronouns in their biographies, clothing, membership in certain organizations [i.e., National Association of Black Journalists (NABJ), Asian American Journalists Association (AAJA), etc.], etc. Richardson's study showed that although there are more nonwhite newscasters than before, minorities are not represented much in management, which is equally as important because those management positions (e.g., producers, news directors, etc.) ultimately call the shots at what stories will be created and brought to the public. Such work inspires this thesis to study the importance of minorities in leading roles at news stations.

Owens (2016) determined that it was important to look at the market sizes of these television stations as well to see if there was correlation between the racial diversity of on-air journalists and the racial makeup of the population they reported on and to. Findings from this study included markets 101-150 (a small-sized market) having the highest correlation between race of the population and race of the on-air staff, while markets 21-50 (a large-sized market) had the lowest correlation between the race of the population and race of the on-air staff. The authors note that these results do show the attempt of representing their communities when it concerns White and Black newscasters through the racial makeup of their on-air talent compared to the community population, however it does not explain the reasons for the lack of diversity at the larger market news stations.

Past research has focused on on-air talent representation, but those positions are simply the surface of a news station. It is also important for those who are behind the scenes, people that pitch content, to have a good racial representation that is similar to the community population makeup.

Incognizant Racism in Television

With national news, representation is especially important because this information goes nationwide. While local news can make national headlines and be streamed wherever depending on the technology of the station, national news provides that instant view for news to be seen by everyone no matter the location in the United States. At a national news level, multiple forms of racism can be seen and used through the presentation of the content. The theory of incognizant racism, for example, in simplest terms can be defined as journalists covering the White community differently, in a more positive way, than communities of color, or ignoring communities of color in totality. Heider (2000) explained how incognizant racism occurs “when journalists produce news products day-in and day-out that simply exclude any meaningful coverage of racial-ethnic communities” (p. 52). Going off this, Owens (2008) explored how this theory of incognizant racism can be applied to network news’ journalists’ use of on-air sources. Through a quantitative content analysis of nightly newscasts from *ABC World News*, *CBS Evening News*, and *NBC Nightly News*, Owens (2008) examined a month’s worth of all the newscasts with the content being coded for story topics, race of the reporters, race of the sources, and source type. Their results showed White people dominating news coverage, with only 13.8% of on-air sources being from American minorities. Moreover, Black sources were mainly used for disaster/accident and crime stories, while Hispanic sources were used for topics of discrimination or sports/entertainment. Non-white reporters were also more likely than White reporters to use minorities in their stories, with minority reporters also interviewing more minority private individuals. Applying the incognizant theory in news representation, we can see how news that covers minority groups is likely to be based off stereotypes of each minority group.

Implicit Racism

Implicit racism, “an individual’s utilization of unconscious biases when making judgments about people from different racial and ethnic groups” (“Implicit Racism,” n.d.), is another framework that has been used when examining national news racial representation. Sonnett et al. (2015) investigated implicit racism in the Hurricane Katrina national news coverage. Through using stories from FOX, CNN, and CBS because of similar visual themes but differences in diversity, the authors found FOX had an absence of diversity in speaking roles and an increase in showing images that perpetuate stereotypes about underserved Black people being in danger. CNN had Black reporters detailing the desperation and violence while the White narrator would struggle to excuse the delayed response from the government, and CBS gave a platform to Black protest from both Black residents and the officials, but featured a Black reporter to display images of helpless Black women and dangerous Black men. They also found implicit racial cues showing contradiction of visual images and verbal narration, which could be caused by not having a good organization of television news production staff who create and organize these stories to be shared with the world. In order to address and reduce implicit racism in television, Marotta et al. (2019) suggested actionable strategies that could be implemented, such as building empathy through putting oneself into someone else’s shoes and understanding that community’s experiences, widening your circle to include those who one may have little in common with, being intentional and mindful with the association of positives and negatives (ex: associating being ‘Black’ with ‘bad’ or being ‘White’ with ‘good’), and finally, implementing workshops and trainings in the workplace.

Ethics & Reporting on Race

When reporting on race, it is important to not only have content be presented fairly, but also ethically. When looking at how ethics play a role in reporting, many organizations can be seen having common ideas and values. Comparing the ethics codes of both the Radio-Television News Directors Association (RTNDA)—known today as the Radio-Television Digital News Association (RTDNA)—and The Society of Professional Journalists (SPJ), common themes that emerge are public trust, seeking the truth and reporting it, fairness, maintaining integrity, independence, and accountability. Ethical checks and balances aids in the quality of reporting as well as the decision-making processes of newsrooms. (Silcock et al., 2007). When looking at the ethic codes of the National Association of Black Journalists (NABJ), they also have a common theme of truthfulness, credibility, and integrity when reporting. What the NABJ also explicitly mentions is the prohibiting of altering “words, images, graphics, or sound in a matter that deceives the public” as well as avoiding stereotyping, specifically by “race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status” (National Association of Black Journalists, 2005).

Reporting race in a story is another element one must make sure is being reported ethically. If race is being reported only during certain cultural events to tell a story instead of incorporating the races of people in all stories, it can lead to a narrowness of vision (Campbell et al., 2012). So, reporting on key issues with race requires a critical lens. This can look like reporting on systems and not simply individuals as well as examining root causes of key issues. However, reporting on race should also open up a new way of inquiry and storytelling that can look at soft news in addition to the hard news viewers may be exposed to most of the time with topics. This can look like highlighting those who are making a difference in their communities

through leadership, reporting on health care issues faced in marginalized communities, and covering media, art, and culture in these communities, to name a few (Race Forward, 2015).

Opportunities for Change

Although representation for minorities in news production has improved some, there is always room for more improvement. It is important for newsrooms to racially reflect the population that they are producing news for because the overall proportions in some racial categories in television newsrooms are lower than the actual population (Coffey, 2013). Opportunities for change can come in the form of how content is obtained. Meyers & Gayle (2015) mention how that could look like resisting hard deadlines to search for adequate and diverse sources or refusing to interview someone who could reinforce a stereotype of a community to viewers entirely. However, one of the major ways change can happen is through diversifying not only on-air talent, but also those behind the scenes in decision-making. Having racial diversity in the newsroom can lead to a more diverse product, with news directors striving for more diversity (e.g., through the hiring of staff members, writing and editing stories, approving stories, etc.), assignment editors being informed of issues affecting all communities, reporters having more diverse connections, and producers inviting more minority experts to speak as “analysts” (Owens, 2008). Richardson (2022) found a correlation between stations with nonwhite leaders having diverse news teams, which ultimately led to the conclusion and recommendation that increasing nonwhite executives is the key to increasing newsroom diversity, which will also increase the diversity in news content and help stories about marginalized communities be brought to light and/or not being told from a White perspective.

Research Questions

With the research showing the lack of racial minorities in the broadcast news industry, there is no institutional level study of exemplary cases of minority (Black specifically) led newscasts. By focusing on two exemplary cases, *CBS Mornings* and WDIV-TV in Detroit, Michigan, the research questions posed in this thesis will aim to provide evidence of how diversity in news leadership impacts racial coverage and representation in news at the local and national level.

RQ1: How has *CBS Mornings*' representation and coverage of race changed as a result of Gayle King and Shawna Thomas' takeover?

This research question is looking at how *CBS Mornings* specifically incorporated diversity and representation not only on-screen, but behind the screen, as well. The research question specifically looks at how Shawna Thomas and Gayle King's leadership changed the content brought on the show. After 2017, King became the head co-host as Charlie Rose was fired from the network. In addition to that, Shawna Thomas came aboard as executive producer of the morning show in 2021. With Thomas' input and decisions having major weight to the structure of the show, it is an important area to consider and explore.

RQ2: How does WDIV-TV's news coverage of Black people differ from FOX 2 News Detroit?

For WDIV-TV, this research question is specifically looking at the local station's stance on diversity and representation to their white-dominant counterparts in Detroit in the same market. For the past ten years, this station has had many changes, which includes their long-time Black anchor Carmen Harlan retiring, the additions and losses of staff members, and a morning show created to give inside looks to people and places around the city of Detroit. With this station catering to one of the cities with the highest population of Black people in the United States, it is

important to look at how they have reflected their staff and content to the population they are serving. In this question, the content created to reflect the city is being examined, and compared to their competitor news station, Fox 2 Detroit.

CHAPTER III. METHOD

Case Study Method

To explore the potential solutions to the research questions posed, a case study method was utilized. While not a method used as much as others, it is valuable in using multiple forms of data to “investigate behavior, processes, and outcomes of individuals, groups, events, and organizations” (Tuten, 2023, p. 270). Case studies as a method help answer “why” and “how” questions that are posed and focuses on contemporary phenomena in real life (Yin, 2003, p. 1), and with an intensive study of a single case, they have the purpose of shedding light on a larger class of cases (Gerring, 2007). A case study method advantage includes the ability to gather in-depth information about case topic(s), and the option to use one or multiple cases. However, a drawback includes how time consuming they are when attempting to collect the in-depth information and analyzing it, so timelines may need to be set to avoid being overwhelmed with data (Tuten, 2023).

Four steps are necessary to follow when conducting a case study. These include (1) design and case selection, (2) protocol development and testing, (3) data collection, and (4) analysis and reporting (Tuten, 2023). When choosing the particular case, case studies are distinctive in giving what is and what is not the case great prominence. On one hand of studies, what is happening and seen as important (the emic) is considered vital and helps determine what the study is going to be about. On the other hand, some studies use hypotheses or previous issues conducted by investigators (the etic) to determine the content of the case study (Stake, 1978). Choosing a case for the case study also includes it being a real-life phenomenon that has concrete manifestations instead of it simply being a claim or hypothesis; it is best to go one step further and define specific, real-life cases (Yin, 2014). In step two, development and testing, this

involves the process of selecting cases in detail, creating a schedule for data collection, and the foreseeing of problems that could occur with solutions on how to move past them. In step three, data collection, an organization method should be in place as the data is being collected from step two's protocol development plan. In addition to observations and documentation, field notes about the researchers' interpretations, for example, should be recorded. Finally, in step four, analysis and reporting, all the data should be reviewed by the researcher(s), analyzed for themes, why something occurred, etc. Then the findings would be used to create the report for the overall case study (Tuten, 2023).

Using this method for this study is beneficial because it looks at the behavior and processes (i.e., diversity and representation) of the two broadcast TV news programs to see the outcome it would have. Data collection in case studies also provides flexibility, as it can be collected through observation, document analysis, and historical materials (Tuten, 2023).

Cases Chosen

Choosing the case for case study is important as the case can represent an exemplary example for the subject. The two news shows, WDIV-TV (local level) and *CBS Mornings* (national level), were purposely selected for this case study based on their uniqueness in representing black news leadership. WDIV-TV is unique as it is the only news station with headquarters in downtown Detroit, and the station is likely diverse and represents its viewers well because of its location. As stated before, Detroit is one of the cities in the U.S. with the highest Black population—with Black people making up about 77% of the city with the total population being at an estimated 639,000 people counted during the 2020 U.S. Census ("QuickFacts, Detroit, Michigan"). Over the past decade, the station has gone through many changes in its station, including the retirement of its longest leading Black anchor Carman

Harlan, the addition and loss of staff members, and the incorporation of a morning show dedicated to showcasing the city of Detroit called *Live in the D*. It is a station that has a noticeable number of Black employees, and has led in the ratings among all Detroit news stations. So, this station was chosen to see if and how it has maintained its diversity and representation for the city of Detroit. It has also remained consistent with recruiting employees who have ties to Michigan, but especially Detroit. With this practice, it has the advantage of getting stories that are niche to the city of Detroit, which viewers will be able to both identify with and relate to.

Gayle King, the Black female journalist, rose to be the leading host of the *CBS Mornings*, after Charlie Rose's dismissal in 2017. With two different lead hosts comes two sets of ways diversity and representation is displayed on the show. *CBS Mornings* is unique as it gives the opportunity to compare and contrast the show before and after King became the leading co-host in addition to the incorporation of Shawna Thomas, the Black executive producer of the morning show. In addition to King, there are also more Black on-air talent at *CBS Mornings* after the change such as Nate Burleson who has been a co-host since 2021 (Johnson, 2021) and Vladimir Duthiers, who was recently named as a featured co-host of the morning show (Johnson, 2023). With Black representation on the show in front of the camera and behind the scenes, it provides a unique case to study in a national context.

Data Collection

To conduct the case study, information was collected about both these stations regarding diversity and representation, such as the news topics covered, interviewees they chose to spotlight and why, and diversity in the leadership of the newscasts, including those in front of the camera and behind the scenes. This information was collected through library databases, as well

as LinkedIn profiles of the news staff and journalists in those shows. Qualitative content analysis of the newscast is part of the original data collected in this case study. Both newscasts were watched to observe who is seen on the screen (i.e., the anchors and reporters), who is presenting the content to viewers, as well as the quality of the content specifically related to race issues and communities, as well as positive representation through stories and interviews. Newscasts were watched through the use of a Paramount Plus subscription and live streams on the websites of the news stations. YouTube was also utilized as supplementary information to obtain older newscasts and clips of stories of these news shows. Secondary information and published information about personnel background, ratings, and other performances of the newscasts was acquired through searching online and library databases.

The data collection period for these two shows differed despite both being analyzed for their representation of the Black community. With WDIV-TV, its news programs were compared with another popular Detroit station, Fox 2 Detroit, which has many White news anchors and behind-the-scenes employees. The recent period of January 2023 and February 2023 was chosen for ease of accessibility and the occurrence of several major events involving Black communities such as the Michigan State University shooting by a Black man, and the police assault on Black man Tyre Nichols. A combined total of 153 newscasts from WDIV-TV and Fox 2 were analyzed. With *CBS Mornings*, data was collected with a before and after approach. On the other hand, 42 episodes were analyzed of *CBS Mornings* before the dismissal of Charlie Rose from January 1, 2016 to February 29, 2016 and 42 episodes of *CBS Mornings* while Shawna Thomas and Gayle King became the show runners from January 2, 2023 to February 28, 2023. This timeline was chosen as both time periods demonstrate the show two years prior or after something major happened. So, the 2016 episodes demonstrate the show a little less than two

years prior to Rose's dismissal while the 2023 episodes demonstrate the show two years after Thomas' hiring.

Coding Race

When determining whether or not to incorporate stories based on race, it is important to discuss how race was coded. This study relied on surface information that were observed during this case study. These included physical appearance (ex: skin color), when those involved in the stories verbally said that they identified as Black, or when they spoke on how being Black influenced how they went about life. This is similar to the way Owens (2008) coded race in their research about the role of race in source selection and story topics, which was by surface evidence alone because that is what viewers of the news have to work with and rely on as well.

Standards & Guidelines for Quality of Representation

In the analysis of quality of news coverage of Black communities, it is important to have a set of guidelines to follow that would help determine what stories would be deemed quality. Through research of guidelines for standards and quality, there were themes that were common in the guidelines used to consider content quality when representing a minority group, especially Black people. Five guidelines will be considered when examining news stories and determining how stations present their stories to the viewers. The first guideline is (1) ensuring journalists use sources that their communities recognize in the news stories (Hegranes, 2020). So essentially, what is being reported should be relatable and viewers can see themselves and others that look like them in a spotlight. For example, including the owner of a business that viewers regularly go to in their stories. The second and third guidelines are pulled from a race reporting guide published by Race Forward (2015)—which expects the journalist to "focus on actions and impacts (of the people or event covered), rather than attitudes and intentions," such as how an

action would help a community, or have an impact on it, and “place the humanity and leadership of people of color at the center,” which could look at those who are making a difference in the community (p. 2). The fourth and fifth guidelines are from Smith’s (2019) suggestion which ask news media to move “beyond just covering crime, violence, poverty, or drugs in minority communities. Explore topics on health and wellness, finances, and unsung heroes” (p. 181). So, in the analysis, the research will examine how many of the newscasts explore these topics. The final guideline is for journalists to become “culturally competent and understand the historical and environmental contexts and issues that affect groups and communities” (p. 181). How well the reports demonstrate such understanding and competency was assessed in the analysis.

CHAPTER IV. RESULTS

The data collected from the sample of the news stories from these shows/stations demonstrate how Black people are presented through a comparison of leadership at a national level. It also demonstrates, or even incorporated into the conversation, how they are represented at a local level through the comparison of two of the top news stations in Detroit, Michigan. The comparison shows that under news leadership that have Black people on their team, Black people are not just covered with crime only, but through stories that (1) highlight accomplishments by Black people (i.e., Black businesses, breaking records, etc.), (2) incorporate personal stories/missions that may not be reported on often, such as health journeys or the incorporation of a youth foundation, (3) incorporate Black experts in their respective fields (i.e., medical, media, non-profit, etc.), and (4) are about community building and advancing.

CBS Mornings

A total of 42 episodes in each year were watched for the period of January and February in both 2016 and 2023 for *CBS Mornings*. This means a total of 84 episodes, with a running time of two hours (including commercials), of the show were analyzed. Episodes were watched as they aired for the show, which is Monday through Friday.

In analyzing each episode of the *CBS Mornings* show, the number of stories that involved Black people were broken into different categories based on themes that each story reflected. See Figures 1 and 2. For the “Black Guests” category, this includes guests that were live in studio (or live virtually) during an episode to speak about what they have been working on such as a new television series and/or movie, a new book, a clothing brand, to speak on news that made headlines, or any new opportunity in general that they were granted and took advantage of. “Black Guest Story Highlights” include a more one-on-one interview format with a show co-host

and the guest where they are not physically in the studio but are still talking about what a guest in studio would speak about (i.e., this would be a pre-recorded interview with the co-host and guest that is aired during the episode of the show). The “Black Community Stories” section includes stories where *CBS Mornings* took a more local approach in the Black community, with specifically going to local cities and reporting on what someone is doing or something that is happening (i.e., an event or local Black business) in that community. The “Black Stories in the News” category includes reporting on stories about Black people that are more national, which could be about an accomplishment someone did or a case (i.e., court case, Supreme Court case, etc.) that is occurring nationally. Finally, the “Other” category is simply bringing in someone who happens to be Black to speak on smaller segments the show creates (i.e., a tips and tricks segment or a contributor) where they could be seen as the expert. A full list of the video clips watched for this analysis can be found in Appendix A.

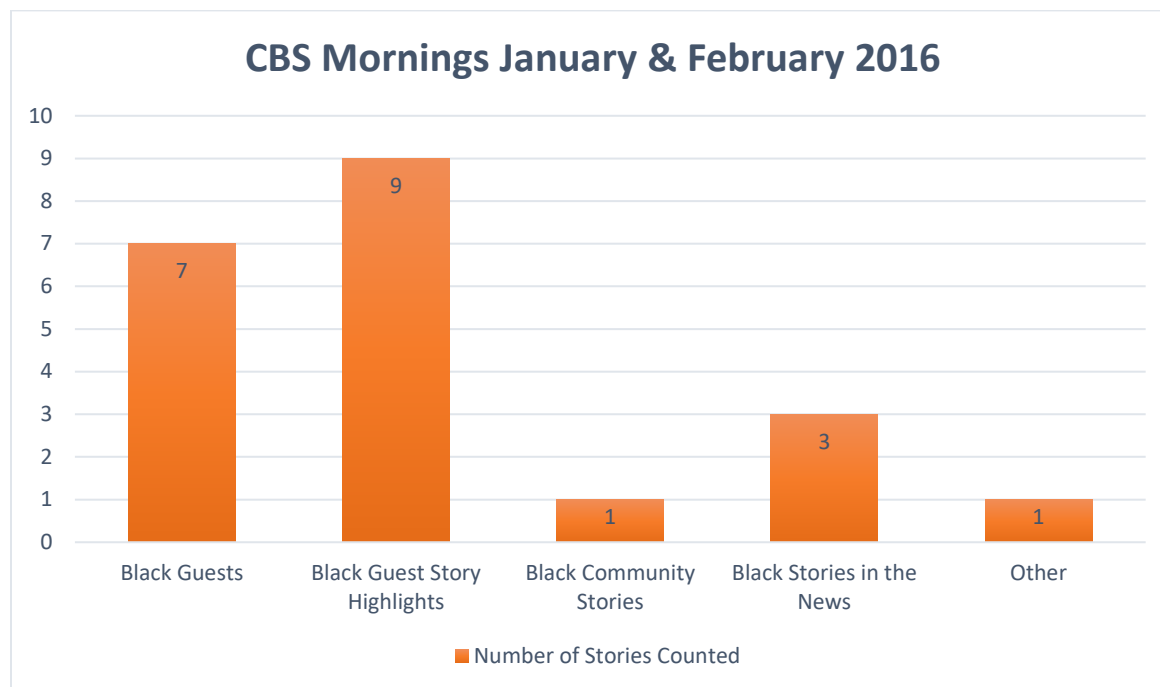


Figure 1: Bar Graph of the Number of Stories Related to Black People in Respective Categories (2016)

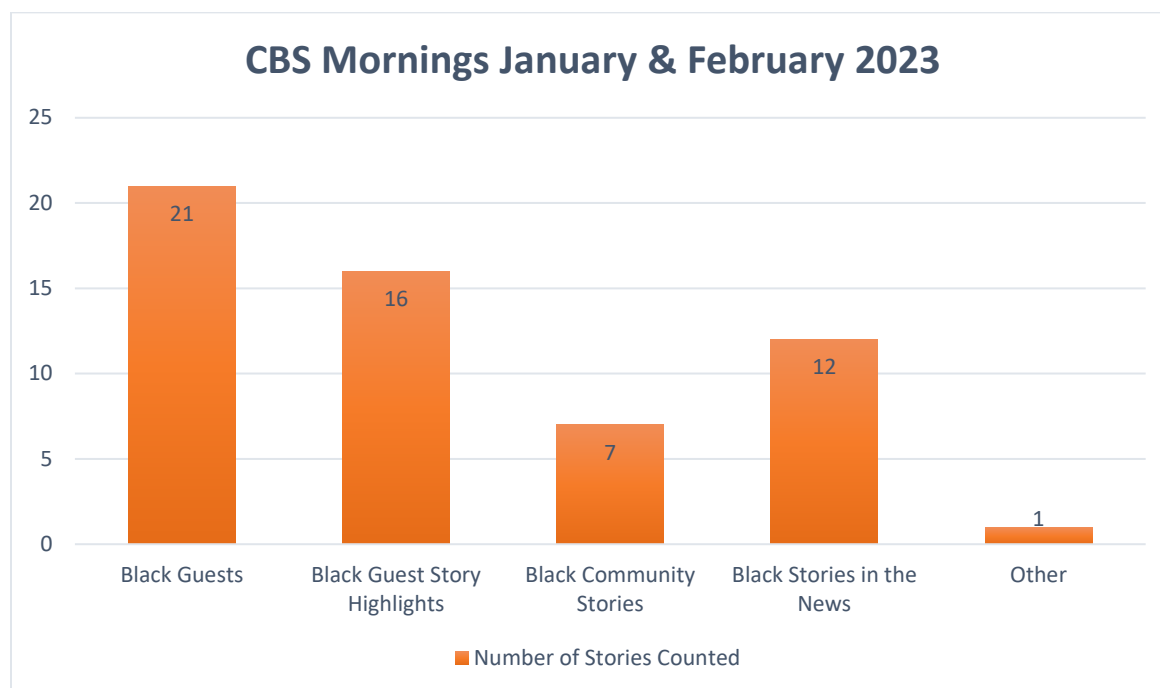


Figure 2: Bar Graph of the Number of Stories Related to Black People in Respective Categories (2023)

Show Aesthetics

One major difference observed includes the title of the program, which was previously known as *CBS This Morning*. The co-hosts in 2016 included Charlie Rose (White), Gayle King (Black), and Norah O'Donnell (White). Another difference includes the look of the show, which had the anchors at a round glass table on set facing one another while in conversation. So, at times when the wide shot of everyone would be displayed on-air, the camera would be showing the backs of certain co-hosts, or even the guests. Noticing the crew and employees in the background working at their cubicles when certain shots would be on-air was another item noticed when observing. Monitors that are usually in a control room that displays all the screens of a production were also noticed on the set in the background. One last item observed was Charlie Rose being the one to interview guests when they were in a sit down one-on-one most of the time instead of the other co-hosts.

In 2023, the show was more than a year into their total revamp. This means that the show is officially known as *CBS Mornings*, with Gayle King (Black), Tony Dokoupil (White), and Nate Burleson (Black) as the current co-hosts. With the revamp comes a new look of the show, which has the anchors still sitting at a glass table, but they are all facing the camera head on—with Dokoupil on the left, King in the center, and Burleson on the right. There are also multiple sets being utilized for specific purposes, with their glass table being used when reporting on regular news, when they are about to switch to a correspondent for other news, or sometimes for guests and another set that includes sofa and armchairs that are used mainly for debriefs and in-studio guests. One last item to note while observing the show includes who is conducting the one-on-one interviews outside of the studio. King is the one who primarily conducts the interviews with major celebrity guests, however, there are switches between she and Burleson.

Content

Black Guests. Out of the 42 episodes, only a total of seven Black guests appeared on the morning show in studio in the two months in 2016: Olympian Lolo Jones, music mogul Russell Simmons, sportscaster James Brown, actress Megan Good and her husband Devon Franklin, filmmaker Spike Lee, Senator Corey Booker, and entertainment commentator Wesley Morris. These guests appeared on the show to speak on events happening in their lives, what they have coming up, or to speak on certain topics. For example, Spike Lee was on the morning show speaking about his boycott of the 2016 Academy Awards because of the lack of diversity in the members who vote on winners and lack of diversity in the slate of nominees themselves, as well as speaking about African Americans and other people of color need to be in executive positions at major studios. Senator Corey Booker, on the other hand, was on the show speaking about his support of Hillary Clinton during the 2016 presidential election in many of the primary states, as well as speaking on a new book he published on finding common ground and advancing the common good in the United States.

In sharp contrast to 2016, in 2023 a total of 21 Black guests appeared on the show in-studio during this time frame. These guests include Tami Charles and Bryan Collier, Deion Sanders, Aisha Tyler, Gabrielle Union, Dr. Ibram Kendi and Nic Stone, Marcus Stroman, Jennifer Ford, Ta-Nehisi Coates, Nikole Hannah-Jones, Angel Gregorio, Nick Bolton, Beverly Johnson, Lawrence Bartley, Sophia Danner-Okotie, Justina Miles, Bozoma Saint John, Heather McGree, Summer Lucielle, and Auzerais Bellamy. These guests offered a range of topics about why they were on the show. For example, Dr. Ibram Kendi and Nic Stone are authors and were both on the show discussing their new book together “How to Be a (Young) Antiracist” which explains to young readers about how to be young antiracists through providing resources on

acknowledging and dismantling racism and injustice. Justina Miles was the American Sign Language (ASL) performer for Rihanna's Superbowl halftime performance, and the first deaf woman to sign at the Superbowl halftime. She was brought on the show (along with her ASL interpreter) to discuss her energetic performance at the halftime performance and discuss her style when doing interpretations and how it makes her feel. Sophia Danner-Okotie, on the other hand, was brought on the show within a segment that *CBS Mornings* has that highlights women entrepreneurs and creators. Okotie discussed her new fashion company Besida, which is not only known for its African prints and designs, but also being a sustainable clothing line. She also helps people in her Nigerian hometown with job opportunities through her company. Hence, the careers of these Black guests are more diverse now than in 2016, not just limited to politicians and celebrities.

Black Guest Story Highlights. In 2016, a total of nine stories about Black people who were not physically in the studio, but in a mostly one-on-one setting, appeared on the morning show. These included former U.S. Secretary of Education Dr. John King, saxophonist Jimmy Greene, Dwayne Wade, business owner Charles Woodson, the Obamas, Lionel Richie, Marley Dias, and Lance White. Each of the stories highlighted contained something different, but they all focused on one person who was the driving force behind the story. For example, 11-year-old Marley Dias was highlighted as she noticed that many of the books she had to read in school were only about White stories, which did not represent her nor her experience. To change that, she decided to hold a book drive with the goal to collect books with diverse characters, but specifically with Black girls; her movement became a hashtag, #1000blackgirlbooks, to which she collected around 1,300 books through local and national support. Another story highlighted was Lance White, who is living with an artificial heart. At the age of 47 he had heart failure, and

since then, he had been living with a total artificial heart that is powered by an external battery in the backpack he has to carry around. Through highlighting White's story, it also brings up how artificial devices could one day replace organ donations entirely.

In 2023, a total of 16 stories about Black guests were highlighted on the show during January and February, almost doubling the number in the same time period in 2016. This includes: singer and songwriter Ben Harper, three Black mayors in U.S. cities, the College Board's Advanced Placement (AP) African American Studies Senior Director Brandi Waters, tennis player Serena Williams, rapper Tobe Nwigwe, Grammy music educator award winner Pamela Dawson, actor and director Michael B. Jordan, World War II hero Cresencia Garcia, music artist Rihanna, Col. Paris Davis, the New Orleans four who paved the way to desegregating elementary schools in the South, musician Troy Andrews, ballet dancer Virginia Johnson, and chef Albert Bartley. Each of these stories highlighted something unique about the Black guests that appeared on the show, which varied from important stories that the world may have never heard, to history-making and/or educational moments, to simply sitting down one-on-one to catch up on moments happening in one's life. For example, three Black mayors of U.S. cities – New York City Mayor Eric Adams, Houston Mayor Sylvester Turner, and Los Angeles Mayor Karen Bass—were on the show discussing how they made history as four of the largest cities having Black mayors at the same time for the first time (Chicago Mayor Lori Lightfoot as the fourth). They spoke about some of the challenges they faced to get to where they are now and what the historical moment meant to them. Serena Williams, on the other hand, sat down with Gayle King to discuss the next chapter of her life after tennis. She shared her plans on her next business ventures through her 'Serena Ventures' capital firm as well as plans to expand her family. Williams and husband Alexis Ohanian also gave King an exclusive tour of their Florida

farm. Overdue stories were also highlighted such as Retired Col. Paris Davis. Davis was one of the first Black members of the Army's elite Green Berets in the Vietnam War over six decades ago. It was announced that Davis would finally be receiving the Medal of Honor, to which he believed race played a factor in the delay. The show spoke with him to hear his experience in the war and to show his reaction to this honor. A more critical lens is being used to show racial discrimination in America in these Black Guest Stories Highlight.

Black Community Stories. Throughout the 42 episodes in 2016, only one story concerning the Black community was featured on the show, which was the National Association for the Advancement of Colored People (NAACP) meeting with Michigan's former governor Rick Snyder. During this time, the Flint, MI water crisis was making national news as the governor was in the hot seat. Snyder and the NAACP met to propose a 15-point plan that would handle the lead in the water and help the city's residents affected as many of their residents live in poverty. For reference, the city of Flint has a majority Black population, and at the time in 2016 it was 57% Black, 37% White, 4% Latino, and 4% mixed race, with 41% of their residents living below the poverty line (Martinez, 2016). There was a correlation between Flint's socioeconomic status and the water crisis observed by the NAACP President, which he ultimately came to the conclusion of environmental racism.

In contrast, about seven Black community stories were observed during 2023. These include: the Buffalo Blizzard good Samaritan, a local bookstore in Chicago, a local marathoner, a couple being gifted a Superbowl getaway, a musical trombone shorty, a Jamaican immigrant becoming a top chef, and a coalition series being created to bring two communities together. With these stories, they took place in local communities across the nation, so no two stories were the same. For example, Sha'Kyra Aughtry was highlighted as the Buffalo Blizzard good

Samaritan for saving a man's life after seeing him struggle in the blizzard. Aughtry rescued 64-year-old Joey White on Christmas Eve and brought him into her home. She speaks on that experience and also gets a special thank you visit from White's sister, Yvonne. Over in Chicago, Kido Chicago, a Black-owned local bookstore, is celebrating diversity. With faces on the covers of books with Black and brown children on them, mothers with hijabs on, children with visible disabilities, and children in non-traditional homes, Kido Chicago owner Keewa Nurullah wanted to show inclusivity at all levels and have these stories out in the open. Finally, longtime friends Jacob Smith and Brandon Colvin are highlighted for wanting to bring the Black and Jewish community in Detroit. The two friends created "The Coalition Series" after noticing a gap in these two communities when it comes to spaces and opportunity. This series is meant to promote dialogue between Black and Jewish Detroiters and their events are for teaching members of both groups about how to support one another while breaking barriers.

Coverage of Black Stories in the News. In 2016, there were three mentions of stories involving Black people in the news while watching this morning show. Two of the stories were about the Bill Cosby trial, with one highlighting how a Pennsylvania judge rejected his immunity plea deal that was reached with a former district attorney. With that rejection, his case was going to continue in court. The second story about Cosby included his wife Camille Cosby having to testify in a defamation lawsuit against her husband. She wanted to delay that process as she claimed to have no involvement with the allegations, but the judge denied her motion. The third story was about Barbara Dawson, a Black woman, who died two hours after being forcibly removed from her Florida hospital room, with her family calling for a federal investigation. She was admitted for stomach pain and complained of shortness of breath but was later discharged. When refusing to leave after being discharged because of pain, the police were called on her, to

which she was arrested for disorderly conduct and trespassing. After multiple complaints of saying she could not breathe while with the police, Dawson later died. But there was not a follow up on the story after being reported in the news.

By 2023, up to 12 stories in the news involving Black people were counted. These include: Damar Hill, Clerk Cheryl Johnson, Rap on Trial, Lizzo making history, the family of Tyree Nichols, a tribute to Nichelle Nichols, Lamar Johnson being freed after 28 years, Gayle King receiving the Walter Cronkite Award, Brittney Griner re-signing to the WNBA, Queen Latifah hosting the NAACP Awards, Jennifer McClellan, and the Crosley Green case. These stories showcased are all on a different range, with some dealing with heavy topics, some uplifting, and some dealing with the Black entertainment industry. In the ‘Rap on Trial’ story, for example, a call on protecting Black art through rap is being amplified as rap lyrics are used in more than 500 criminal court cases. This story highlights former rapper McKinley ‘Mac’ Phillips who was once on trial for murder and convicted after his rap lyrics were used against him in court; Phillips was released in 2021 after serving 21 years of his 30-year sentence. Lizzo, on the other hand, made history after receiving an invitation from the Library of Congress to check out their flute collection. She was then given the opportunity to play a 200-year-old crystal flute that was once owned by former president James Madison. The Library of Congress even allowed Lizzo to play the crystal flute at one of her concerts. News involving wrongful conviction was also highlighted, including Crosley Green’s case. Green is a Black man who was convicted of murder in 1990, but the conviction was overturned in 2018. However, an appeals court overturned the district court and stated that the conviction was improperly overturned. After two years of walking free, Green was waiting to hear if the Supreme Court would hear his case, which they declined. This story was highlighted to show why his freedom could be in jeopardy.

Stories such as these use a critical lens to demonstrate the injustices Black people face, and how much of an impact it has on their lives.

Other. There was no change in the other category that involved Black people. Only one segment was put in this category as they did not have the same theme as the previous stories. This segment included CBS financial contributor Mellody Hobson as an expert speaking on department stores' strategies, such as Macy's, to address their sales slumps and how to compete with online retailers like Amazon. Hobson spoke about Macy's introduction to different branches such as Macy's Backstage, how it is different than Nordstrom Rack, and how it could potentially compete with Amazon. Hobson explains strategies other department stores such as Nordstrom have utilized to successfully compete with Amazon, such as acquiring different online retailers, the ability for customers to use their phone to place an order while in store, and the incorporation of their discount chain Nordstrom Rack; Hobson stresses that all department stores are facing these challenges and are attempting to incorporate new ideas such as these.

In 2023, there was still one segment highlighted on the show that brought in an outside Black expert. In a segment about tips to protecting your home, Consumer Report deputy editor Brian Vines joined the show. In this segment, Vines spoke on best security products such as security systems, video doorbells, indoor security cameras, and door locks to protect and safeguard homes. Vines also spoke on best-rated homeowner insurances that people should consider having in the event that their home could be broken into.

WDIV-TV & Fox 2 Detroit

A total of 78 newscasts were watched for WDIV-TV, with 36 newscasts watched in January and 42 in February 2023. Three of their news programs were watched every other day, which includes their hour long show *Live in the D*, their hour long 5 p.m. news, and their half an hour 11 p.m. news. A total of 75 newscasts were watched for Fox 2 Detroit, with 33 watched in

January and 42 in February 2023. Three of their news programs were watched every other day as well (i.e., on the days where WDIV were not being watched), which includes their hour long show *The Noon*, their hour long 5 p.m. news, and their half an hour 11 p.m. news.

Black Representation On-Air & Behind-The-Scenes

Before diving into the content, it is important to look at the representation one would see both on screen and behind-the-scenes of WDIV-TV. Based on the racial makeup of the staff, it could determine why quality and quantity of stories look the way it does. On-air, there was at least one Black person as the anchor for the newscast during the week, which would be Kimberly Gill. On the weekends, there would be one as well, Pamela Osborne. However, in total, there are 9 Black/minority on-air talent at the time of this observation that are either the anchors—Kimberly Gill, Rhonda Walker, Pamela Osborne, Priya Mann—the reporters—Victor Williams, Darnell Blackburn, Paula Tutman, Megan Woods—or the host of *Live in the D*—Tati Amare. In each newscast, there is one Black anchor and one non-Black anchor. Behind the scenes, there are about seven producers employed at the station who are Black—Brandon Carr, Richard Wilson Jr., Khary Hobbs, Tati Amare (producer for *Live in the D*, Imani Smith, Jerome Chapman, and Savannah Strawter.

In contrast, there was only one Black person—Brandon Hudson—as the anchor a handful of times and as a fill in for the regular anchor in the main newscast during observation period on Fox 2 Detroit. During *The Noon* show, there are two Black people that host. Many of the Black people seen while the observation occurred were as the reporters on stories. Similar to WDIV, there are nine Black on-air talent total, with some hosting the early morning news (like 4 a.m. and 5 a.m.) and the rest serving as reporters in the field. However, none of the Black on-air

talents occupied the main anchor positions. Behind-the-scenes, there are about four producers that are Black. No Black person was assigned in any managerial positions.

While observing these newscasts, the number of stories watched that pertained to Black people and the Detroit community could be broken into categories. Based on themes that presented themselves through the stories, four categories were created to count how many stories were about each. These categories include (1) Black people highlighted, which would involve looking at stories involving Black Detroiters specifically being highlighted for their life, something they did (i.e., an accomplishment), or a message they want to send, (2) Detroit community stories, which looks at the Black Detroit community that could involve any issues highlighted, events, celebrations, etc., (3) Black businesses highlighted in Detroit, and (4) crime stories involving Black people in Detroit. A summary comparison of how many stories featured that fit in these categories concerning Black people by both stations is shown in Figure 3. WDIV-TV scored much higher in all categories than FOX 2 including crime stories involving Black people in Detroit. Most notably, Black businesses were not covered by Fox 2 during this period, but 5 Black businesses were covered by WDIV-TV. A full list of the video clips watched for this analysis can be found in Appendix B.

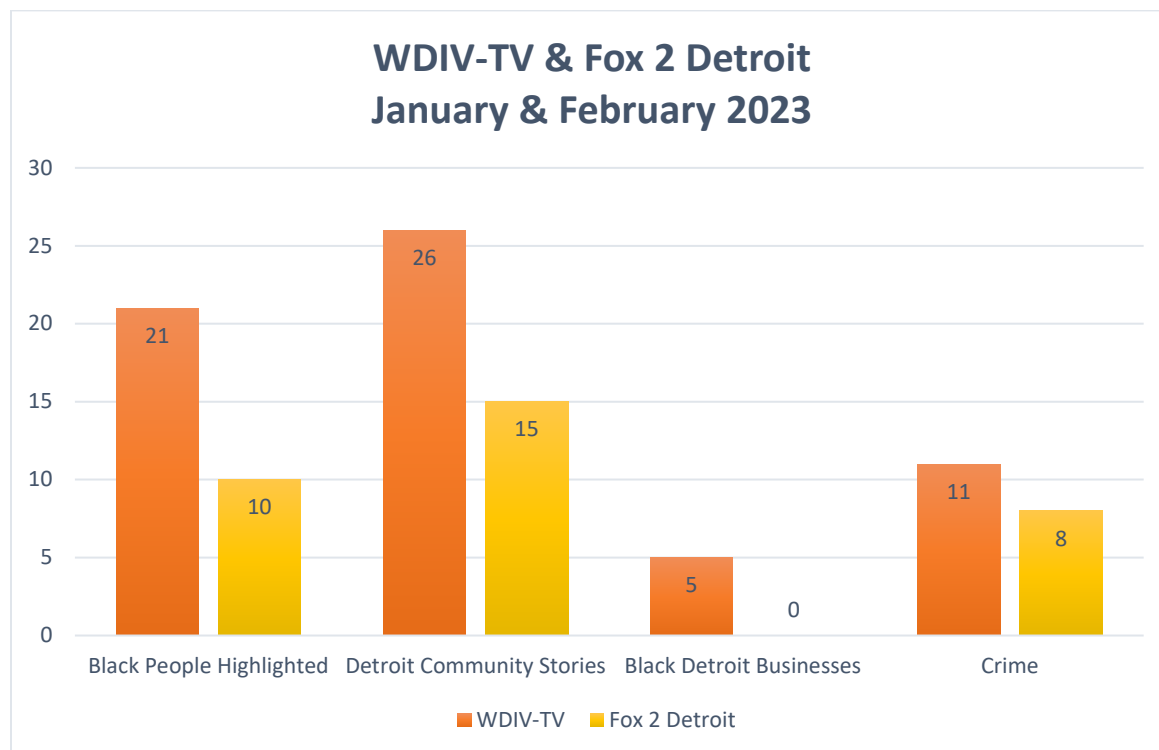


Figure 3: Comparison of Black People Categories for WDIV-TV & Fox 2 Detroit

Black People Highlighted

A total of 21 stories were observed that were about Black Detroiters highlighted in the news of WDIV-TV. These stories ranged from Detroit students being highlighted for their accomplishments in school, to Detroit residents speaking on personal stories, to one-on-one interviews conducted by one of the WDIV anchors with Detroit natives and groups who are in positions where they have done something extraordinary. Detroit man Clifford Worthy, for example, was highlighted as being the oldest living Black graduate of West Point and author of “The Black Knight.” In his interview, Worthy spoke on breaking barriers in the U.S. military and his experience at West Point as one of the only Black students at the academy during the Jim Crow era. Personal stories where second chances at life happened were highlighted such as Leslie King, who is a human trafficking survivor that was pardoned by Michigan Governor

Gretchen Whitmer. In the story highlighted, King speaks on her time while being human trafficked and serving time after being convicted of crimes she had to do in order to stay alive. It also reveals her process of getting pardoned, as well as what King is doing today with her second chance at life—which is advocating for human trafficking survivors and serving on the board of the Michigan Human Trafficking Task Force. One-on-one stories were highlighted with native Black Detroiters such as Jemele Hill, who is currently a sports journalist and former ESPN sports anchor. In this sit-down interview with anchor Kimberly Gill, Hill speaks on her new book “Uphill,” where she discusses her personal life, how Detroit helped shape her to be the person she is today, and her career in sports journalism that spans more than two decades.

Only 10 stories were observed about Black people being highlighted in Detroit by Fox 2 during the same time period. These stories range from children and students being highlighted for a variety of reasons to advocates speaking on a cause. Antoine Davis, for example, a student and basketball player at the University of Detroit Mercy, was highlighted for chasing history with a National Collegiate Athletic Association (NCAA) basketball scoring record. Davis spoke about his experience with the university’s basketball team and what it has meant to him, as well as overcoming all the odds that were put against him. Local Detroit artist Jay Green was highlighted for fighting to save a community house project on Detroit’s east side. Green purchased his childhood home in 2019 with hopes to refurbish it and turn it into a community center as there are not many in his neighborhood. However, with the pandemic and difficulty finding contractors and funding, it has been hard for the project to move forward. With hopes that the right people will hear his story and mission, he will be able to save the project and finally have a center for the community that supports the arts. Working to clear blight in Detroit, family members spanning across three generations were also highlighted. They work for a minority-

owned company, DMC Group, to demolish blighted homes across the city. The workers highlighted include Leo Mumpfield, his father, and his grandfather. Although they did not plan the working to span across generations in their family, their mission is to create opportunities for future generations in their family to move Detroit forward. None of the Black individuals being featured had been wrongfully accused or were being discriminated.

Black Detroit Community Stories

A total of 26 stories were observed in these newscasts about the Black Detroit community in WDIV-TV. These stories range from events, celebrations, special looks into the community, or issues happening in the city community. Events such as the Detroit NAACP installation ceremony were highlighted. At this event in Downtown Detroit, the Detroit branch of the NAACP held their installation ceremony where they swore in six elected officers to the organization—President, three Vice Presidents, Secretary, and Treasurer—as well as 16 members of the executive committee. The current President, Rev. Dr. Wendell Anthony, was sworn in for his 16th term, which made history. Special looks into the Detroit community such as a new community center on the city's west side were highlighted in honor of a late Detroit native. In this community center with a focus on education, the vacant building is being restored along with the artwork and library books that were left behind inside. In addition to being a library and having new books added to its shelves, the community center will also incorporate speaker series and serve as an art gallery. Issues in the Detroit community were also reported on such as an illegal dumping site on Detroit's west side. The station spoke with a resident who lives near an abandoned gas station that had been turned into an illegal dumping site, with dozens of tires, clothes, and a boat being left behind. After the station contacted the city about the dumping site, the city sent out a crew to remove the debris on site later on the same day.

A total of 15 Black Detroit community stories were observed during these newscasts of Fox-2. These stories ranged from topics about celebrations in the city to informing viewers what is happening in the community. Celebrations of Detroit students winning scholarships at a slam poetry contest were highlighted. For Black History Month, students from schools around Detroit participated in a slam poetry contest and poster competition, funded by the Detroit Pistons Foundation, to win scholarships in this year's theme "Different by Design." Six students were chosen as the scholarship winners, with awards ranging from \$10,000 to \$25,000. In an act to better the Detroit community, a story about affordable housing on its way to two Detroit communities—Brush Park and Cass Corridor—was highlighted. With access to this affordable housing, Detroit residents would have the opportunity to take advantage of being closer to areas of Downtown, public transportation, and simply having a place where all Detroiters can live no matter the income. To keep the community safe, a story about volunteers of New Era Detroit were highlighted about their mission to keep the streets of Detroit safe. This local group, in the wake of a woman being killed at a local Detroit store, wanted to make sure those who are out at night shopping at local party stores are being watched and protected to prevent future incidents.

Black Businesses

In WDIV-TV, five Black-owned businesses that are located in the city had a chance to be highlighted during the observation of these newscasts. The businesses highlighted range from food establishments, to coffee shops, to flower shops from around the city. Black Coffee Café in Detroit has been in business for over a year now, and owner Steven Harris has made his dream come true of having a coffee shop in the community he grew up in. With the goal of having a coffee shop within walking distance of customers' homes, Harris wants his shop to be the place that brings the community together that previously seemed separated. With a similar goal, O's

Burger Bar on the east side of Detroit is a family-owned business known for serving homemade recipes for the community. With a range of food options for customers to choose from, this burger bar wants to serve as a place where residents can get a great meal and be seen as a source of giving back to the community. A segment on how to create floral arrangements was highlighted on the newscast featuring the local business Detroit Flower Company. Here, they talked with the owner of the business on their technique when creating floral arrangements while providing a demonstration, what their business is about, answering questions about their signature flowers, as well as the do's and do not's with preserving flowers. In contrast, Fox-2 did not feature any Black-owned business in Detroit during the same time period.

Crime in Detroit

Eleven stories on crime were observed under this category. In general, there were more crime stories that this station reported on (i.e., in other counties, states, crime involving other races) than Fox-2, but there was also higher coverage of Black people and crime than Fox-2. These stories included simple updates on active cases, such as a woman's killer being found and charged. Other stories that reported on the crime included families in Detroit wanting answers to unsolved murder cases—one being a mother speaking on being heartbroken over her son's death and the other involving a family speaking out hoping to hopefully find clues in their mother's murder that happened during the summer of 2022.

Eight stories on crime were observed under this category of the newscast for Fox-2. Like WDIV, there were more crimes reported on in other counties and involving other races for example, but this analysis focused solely on Black people and crime. Some of the stories observed included men being arrested for a multi-car theft ring, a man sentenced for killing a

Detroit police officer, and the Detroit Police Department closing in on dollar store robberies in the city.

Quality Check

Because reporting styles have been studied in the past, quality guidelines on writing about race have been developed by multiple organizations in order for newsrooms to better their stories about marginalized groups. This study uses the five guidelines posed in the methods section to assess the quality of these stories presented during the observations of both news stations by showing how many of those stories compiled with the guideline. The analysis shows that in general WDIV followed all of the quality guidelines. Table 1 shows the guideline, and the number of stories WDIV aired that fit into the specific guideline.

Table 1: Number of WDIV Stories that Fit into the Quality Guidelines

Guideline	Number of Stories
(1) Community Recognizing Sources	12
(2) Focus on Actions & Impacts	14
(3) Humanity & Leadership of POC at the Center	14
(4) Moving Beyond Covering Crime/Poverty in Minority Communities	17
(5) Becoming Culturally Competent & Understanding Historical and Environmental Contexts	11

Many of the WDIV stories also fit into multiple guidelines: Twelve stories fell under the guideline of the community recognizing sources, which from observations included a place that viewers were able to recognize or the people and sources used within the story that viewers knew; some of these stories included a tour of the first Black news station in Detroit, a city business, and an interview with the Detroit Youth Choir and their director. Fourteen stories fell under the focusing on actions and impacts guidelines, which was how an action taken has an

impact on the community; some of these stories included the Grow Detroit Youth Talent summer job program, the Detroit reparations task force being assembled, and Detroit nursing home workers rallying for change within the system. Fourteen stories also fell under the humanity and leadership of POC guideline, which looks at those who are making a difference; some of those stories include the Detroit chapter of a historically Black sorority marking 110 years of sisterhood and service, and the owner of a marketplace in Downtown Detroit teaching Black history to the elementary school he attended as a child. Seventeen stories fell under the guideline of expanding areas of covering stories. Some of these included a sit-down interview with Kyra Harris Bolden, the first Black woman Michigan Supreme Court Justice, a look into the Rhonda Walker Foundation—a nonprofit created for Detroit girls by one of WDIV’s own anchors—and its 20th year celebration, and a special feature of one of WDIV’s reporters Megan Woods who went through the Breast Cancer Gene (BRCA) testing after discovering a family history of the gene. Finally, 11 stories fit into the last guideline of becoming culturally competent; some of these stories included a look into Detroit’s first recreational marijuana station and how this was a big step in change for a community that gets historically punished for marijuana charges, and Martin Luther King Jr. Day rallies that happened across the city and how Detroit was an important location during the civil rights movement.

Table 2: Number of Fox 2 Detroit Stories that Fit into the Quality Guidelines

Guideline	Number of Stories
(1) Community Recognizing Sources	5
(2) Focus on Actions & Impacts	8
(3) Humanity & Leadership of POC at the Center	6
(4) Moving Beyond Covering Crime/Poverty in Minority Communities	11

(5) Becoming Culturally Competent & Understanding Historical and Environmental Contexts	5
---	---

Using the same guidelines, the quality of these stories presented during the observation of these newscasts will be checked. Table 2 shows the guideline, and the number of stories Fox 2 Detroit aired that fit into the specific guideline; many of the stories were also able to fit into multiple guidelines. Five stories fit under the community recognizing the sources guidelines; some of these stories included a highlight of the first Black news station in Detroit (similar to the WDIV story) and the city of Detroit taking action against an unfinished church owned by a famous Detroit family. Eight stories fit under the focusing on actions and impacts; a few of these stories include highlighting a housing project for girls coming to Detroit, and affordable housing for all coming to the city. Six stories fit under the humanity and leadership of POC guideline; some of these stories include a heart health advocate speaking on the importance of the heart as well as knowing CPR, and three generations of family members working to clear the blight in the city through their business. Eleven stories fit under the guideline of expanding areas of covering news stories; some of these included a Detroit girl impersonating Black icons to educate others year-round and during Black History Month who broke barriers such as Stevie Wonder, Michelle Obama, Rosa Parks, and Serena Williams to name a few, and a sit down with the two Black men—Lieutenant Governor Garlin Gilchrist and House Speaker Joe Tate—who are leading both chambers of the Michigan legislature for the first time in history, and what that means to them. Finally, five stories met the guideline of becoming culturally competent of the community; a few of these stories include Martin Luther King Jr. Day celebrations across the city and what that has meant for community history, and an event in Detroit honoring the Tuskegee Airmen while looking at the history and perseverance of the men while facing the enemy and racism.

When looking at these stories and guidelines, it is also important to look at the statistical significance of how these news stations incorporate Black stories into their newscasts to represent their local community. To do this, a week of newscasts (January 30, 2023 – February 3, 2023) was used to retrieve these numbers. While the number of news stories vary week to week, this week was randomly selected to provide a look into an estimated average amount of the percentage of Black stories by these stations. An attempt to retrieve the rundown—a road map for the broadcast that “outlines every script and element that will be used on-air in a show in chronological order” (NBCU Academy, 2022)—from these news stations to count the total number of stories in their respective broadcasts was made by the researcher via email, however no response was received. Instead, the YouTube channels of these stations were utilized to count the total number of stories in the duration of the broadcast, then count the number of stories that adhered to the quality standard guidelines. For the week, a total of 106 stories were counted for WDIV-TV, with 24 of those stories involving Black people. Diving those numbers together and multiplying by 100 to get a percentage came out to Black people making up 22.8% of their news stories for that week. Looking at Fox 2 Detroit, a total of 39 stories were counted for the week, with 9 of those stories involving Black people. Doing the same math mentioned before, Black people made up about 23% of their news stories for that week. While we see that Fox 2 Detroit had a slight edge over WDIV percentage wise, we can also see that they had less stories involving Black people than WDIV. It is to be noted however, that since the rundowns of these broadcasts were not obtained, the numbers reported are more than likely less than the official numbers since the full-length news broadcasts were not posted on their channels; this was an estimate based on the information that was available for viewing. Stories in the broadcasts were also repeated in different shows (i.e., a story introduced during the 5 p.m. news broadcast was

also repeated during the 11 p.m. broadcast), so those were not counted to be part of the percentage since they were essentially duplicates.

Local versus National News

This section will be used for the results of the common major news item between WDIV-TV & Fox 2 Detroit and *CBS Mornings* to show the difference of what is reported, as well as the quantity, at the local and national level. The two stories that will be used for this comparison is the Tyre Nichols case and the Michigan State University (MSU) shooting. These incidents involved a Black person as the victim (Tyre Nichols) or the shooter (MSU shooting), and happened during the time frame in which the observations for these shows occurred, to which both received major news coverage.

Tyre Nichols Case

Tyre Nichols, a 29-year-old Black man in Memphis, was pulled over by police for alleged reckless driving on January 7, 2023. Officials say when Memphis officers approached Nichols, he ran away, to which officers pursued him and apprehended him. Body and pole camera footage shows the initial altercation as well as when the officers were beating him. After the incident, Nichols complained of shortness of breath, and was later transported to the hospital in critical condition; Nichols died three days later. Five of the officers were indicted and had multiple charges against them including second degree murder, aggravated assault, aggravated kidnapping, and misconduct to name a few (Alfonseca, 2023). A sixth and seventh officer were relieved of their duties, and three members of the Memphis Fire Department were fired, as well (CBS News, 2023).

From this researcher's observation, *CBS Mornings* had about 12 stories/segments that were about the Nichols incident in the study time period. These stories ranged from a variety of

topics that all related to this incident. In one segment, the morning show team sat down with Nichols' family about their reactions to the released body camera footage, as well as the family demanding action against the officers involved. In another, the show host spoke with Steve Mulroy, the District Attorney in the county in which the incident happened, about the charges being brought towards to the officers, as well as the pending release of the video footage to the public. There were also segments on the scrutinization of the special unit the participating officers were assigned with, mourners gathering to remember Nichols, and protests happening around the country. *CBS Mornings* also invited Former NYPD Assistant Commissioner Keith Taylor and Brooklyn Law Professor Alexis Hoag-Fordjour (both Black) on the show to discuss how this latest incident brought back the spark in conversation over race and policing; they also spoke on how the officers being Black was not shocking because it is a policing problem as "law enforcement is premised on control, subordination, and violence" (CBS Mornings, 2023) and that these tactics are ingrained systemically in law enforcement, no matter the race of the officer.

At the local level, WDIV had about seven stories on the Nichols incident, fewer than *CBS Mornings*. Half of the stories included expert perspectives from WDIV's crime and safety expert Darnell Blackburn (Black), to which Blackburn condemns the behavior, speaks on the situation and what it could mean for future relationships between citizens and the police, and explains the situation from a police officer's perspective. WDIV also incorporates a story on a group of activists protesting for justice in Nichols' death in addition to incidents that happened in Detroit such as Porter Burks and Ki'Azia Miller's deaths, who were killed by police, as well. Fox 2 Detroit on the other hand, had only three stories/segments about the Nichols incident. Two were discussing protests that happened in Downtown Detroit, with one video speaking with protesters at a vigil about the history of police brutality against Black people while the other one spoke

with the activist group ‘Detroit Will Breathe’ who were planning a peaceful protest in the wake of the video release of the incident. The last segment included a discussion and reaction on the video being initially released with two of their Black anchors on their afternoon show.

Michigan State University Shooting

On February 13, 2023, a mass shooting occurred on the campus of Michigan State University (MSU) inside of two buildings. There were eight total victims, with three dead and five in critical condition; all the victims were MSU students. The gunman, Anthony McRae, who is Black, was confronted after his location had finally been found by police, to which he self-inflicted a fatal gunshot (Berg, 2023). In contrast to the Tyre Nichols’ death, *CBS Mornings* had only two stories on this incident. This coverage included the initial report on what was known about the incident such as the number of victims. The second story included an update on the incident such as the names of the victims that were killed, information about the gunman, as well as interviews with students who described hiding while this was happening.

WDIV had very extensive coverage about the MSU shooting with 45 stories/segments aired. This is understandable because many Detroiters either know students who study at MSU, went to MSU themselves, or simply have ties with the university because of its close proximity, so it was almost like a local story as it hit close to home for many. These stories ranged from student and faculty reactions, to tips on dealing with trauma from experts, to community efforts to cope with the tragedy, to making connections with other mass shootings that have happened such as Oxford and Sandy Hook. To note, five of those stories/segments focused specifically on the gunman, such as who he was, what was left behind in his note, and his father speaking out. Multiple reflections on the campus tragedy from students who were in the buildings at the time of the incident or in the surrounding buildings were highlighted, as well as those who are

demanding action from the government for gun control, with gatherings at the Michigan Capitol. Efforts to help the community heal from the tragedy were highlighted, such as stories on their Spartan Sunday event which aimed to brighten up the campus when students returned, and ways to safely and correctly donate to their fund for the students. WDIV also had about five segments with the theme of dealing with trauma during the incident, one of which included them speaking with a Black clinical psychologist on mental health following this tragedy.

Fox 2 Detroit also had about 31 stories/segments that aired about the MSU shooting, but the amount is comparatively less than WDIV. Like WDIV, the content ranged from student reactions, to tips with coping, to community efforts. To note, 10 of those stories were specifically about the gunman, such as who he was, the note he left behind, and his previous arrests. The high focus on the gunman is in sharp contrast with WDIV. Reflections on the campus community were highlighted such as the Spartan Sunday event and the gatherings at the Michigan Capitol. A talk and demonstration on how to survive an active shooter situation was showcased with a police commander, and three of the segments were about coping with the trauma, including speaking with a psychologist.

CHAPTER V. DISCUSSION AND CONCLUSION

The purpose of this study was to examine how representation of Black people occurred at the local and national news level, especially when Black people are placed in leadership positions to make the decisions. The case study method was used as a mode of comparison. At the national level, *CBS Mornings* was utilized as a case to compare the before and after of both the dismissal of Charlie Rose and the hiring of executive producer Shawna Thomas. At the local level, WDIV-TV and Fox 2 Detroit were cases used to compare each news stations' coverage of the Black community. Results showed there were some clear differences in how Black people were represented in the news as a result of a higher presence of Black employees in both on-screen and behind-the-scenes positions.

CBS Mornings

Research question 1 had the main intention of comparing *CBS Mornings* before and after Shawna Thomas was brought aboard as the executive producer (EP) in 2021. Through the results/analysis, it was found that there were noticeable differences with how Black people were represented. Starting with observations from 2016 and utilizing the categories that were formed through themes from the stories presented, it was found that there were only seven Black guests featured on the show, nine Black guest story highlights, one Black community story, three Black stories in the news, and one story that fit in the 'other' category. Some of the guests brought on the show, such as Spike Lee and entertainment commentator Wesley Morris, were there to address the Oscars and lack of diversity as it had been two years in a row that no people of color were nominated in major categories at the awards show, hence the #OscarsStillSoWhite hashtag on social media (France, 2016). When looking at the content in the other categories, we see there were attempts to have different stories that involved Black people, such as highlighting a young

Black girl and her movement with diverse books, or Charles Woodson with his winery business. But in general, there were a low number of Black guests appearing during the 2016 study period. Although one possible reason for the lack of Black guests and stories on the show is the 2016 presidential election, new attention was focused mainly on who would be the next president after Barack Obama. So, there were more guests and commentators on the show speaking on what the election means, key battleground states, etc. as well as topics of discussion.

When looking at 2023 episodes of *CBS Mornings*, we can see many differences when it comes to the content. The number of stories about Black people in these categories were much higher and either more than doubled or almost doubled in most of them. Each Black guest or story that was highlighted on the show came with a purpose or during a specific timing of something special. Examples of this include Justina Miles being brought on the show after performing ASL for Rihanna's Superbowl halftime performance, a sit-down interview with Michael B. Jordan discussing his directorial debut of the movie 'Creed III' that was released in theaters March 2023, and author and Professor Nikole Hannah-Jones discussing her docuseries 'The 1619 Project' on Hulu, which is based on her book. Although these appearances were promotional in nature for the Black guests, they were also making significant strides for Black history through their groundbreaking roles. Some stories that are apart of Black history that many people may not have known or learned about were also featured such as a group of children that helped begin the process of desegregation of schools in the South known as the 'New Orleans Four,' or one of the first Black Green Beret officers. With the incorporation of a Black executive producer, we can see a change in not only the quantity of Black stories being highlighted, but also ways that highlighting the community are intentional to not only the guests but also the viewers. This type of insight into Black perspectives is what has been lacking in the

past but now possible via the Black producer and the Black show hosts such as Gayle King, Nate Burleson, etc.

WDIV-TV & Fox 2 Detroit

Research question 2 had the intention of comparing two of the top news stations in Detroit—WDIV and Fox 2 Detroit—on how they represent Black people in their community through their news content. The analysis showed that WDIV had the most stories in each category when comparing the two. A major strength of WDIV is that while they do have their hour-long morning show, *Live in the D*, which is specifically catered to all things Detroit, they make sure to still incorporate stories involving Black Detroiters and the community into each of their regular newscasts. With these stories, their strengths are also showcasing variety, which also ties into the quality of these stories. Their variety is seen through having special one-on-one interviews with Black people with ties to Detroit such as Kyra Bolden Harris and Jemele Hill, having special segments on health in the Black community such as their very own reporter documenting her journey on gene testing, and having experts like a Black clinical psychologist speaking on mental health crises. They also make sure to go out and report on the Detroit community through highlighting Black businesses, getting untold stories, and going into the neighborhoods people recognize to report on issues, which they have that advantage being a station physically located in the heart of the city.

Fox 2 Detroit, a suburban TV station located in Southfield, Michigan, in a predominantly White neighborhood, did not have as high numbers in each of the categories. This could be caused by the station focusing more on simply reporting the everyday news (ex: weather, crime, sports, etc.) in the southeast Michigan and Metro Detroit areas, however there is no concrete explanation to why this station execute their news this way. There were occasional stories

highlighting Black people with ties to Detroit and the community such as the Black men leading the chambers in the Michigan legislature, volunteer groups stepping up to protect the community, and three generations of family members working to make Detroit look beautiful. However, unlike WDIV, there were not many segments or interviews that were specifically for highlighting someone from the city or something that affects the Black community. Similar to *Live in the D*, Fox 2 has an afternoon show called *The Noon* that features news that matters most to the city of Detroit; however, a bulk of the content focuses on popular culture at the national level with the remainder on Detroit stories. More importantly, the lack of critical examination of issues such as racial discrimination of Black people in the news coverage shows the inherent limitation of not having Black leadership in the news department of the station. Having Black people as anchors but placed in less viewed time slots or as fillers are not adequate to change the culture and news coverage.

Local versus National News

Using the Tyre Nichols and Michigan State University incidents as a way to compare the coverage at the local and national level, the analysis showed that there were differences noted. With the Nichols incident, *CBS Mornings* had the most story coverage, which included a sit down with his family. They were also able to speak directly to the District Attorney who brought charges to the officers involved. On the other hand, both WDIV and Fox 2 did report on the specifics of the incident, however they localized the story more. This involved speaking with activists in the city about the Nichols incident, as well as looking at instances of past police brutality within the Detroit Police Department. WDIV also utilized their crime and safety expert to get a former police officer's thoughts and point of view. Such difference is expected as national news and local news have different audiences and perspectives. The high emphasis of

CBS Mornings on the Tyre Nichols' death also shows an advocacy mission of the Black-led national news shows in tackling police brutality toward Black people as a national issue.

With the Michigan State University shooting, the analysis showed that *CBS Mornings* had only two stories covering the incident. These included the initial incident and updates to the case. Both WDIV and Fox 2 had dozens of stories and segments covering this incident because of how local it was. They were able to get student reactions firsthand, be on scene at the campus when the incident was initially happening and during the press conferences, cover community efforts to heal from the incident, as well as secure interviews with students and parents who recently went through the Oxford High School shooting. In instances like this, local and national news coverage differ heavily partially because of locations and sources. Both of these local stations were able to simply send their crews to the campus as it is only about an hour and a half away from Detroit. These stations may also have employees who attended the school or know someone who either attends or works there, so they have those connections to be able to tell these stories. National news stations may send a correspondent out to the scene, but they would only get the most important information to report on. Local news stations can get that important information, as well as community stories. In contrast to the emphasis of police brutality in the Tyre Nichols' case, the lower coverage of the mass shooting might indicate the national news network avoid further promoting mass shootings. However, mass shootings are at a record high rate in 2023, so limited coverage of the shooting may also show shootings have been routinized at a national level.

However, how the two local stations covered the shooting also warranted attention. While Fox 2 used a partial traditional focus on the shooter, WDIV focused more on trauma recovery and rebuilding the community. WDIV spoke with their Local 4 mental health expert Dr.

Rose Moten (who is a Black woman) multiple times on how to cope with stages of anxiety and how to have conversations about mental health after tragedies such as this one. They also brought on another clinical psychologist, Dr. Gretchen Marsh (who is a White woman) to speak on dealing with collective trauma; the station brought on more than one expert to speak on this and made sure to diversify their experts. They also focused on community building with highlighting the events MSU students put on such as Spartan Sunday to raise money for the victims and have a space where students could forget about the tragedy for a moment, as well as highlighted what known school rival University of Michigan (U of M) was doing to support MSU, such as showing how U of M students had multiple vigils on their Ann Arbor campus and how their basketball team had pregame ceremonies to honor MSU. Fox 2 Detroit also had segments on how to cope after the tragedy, which included briefly inviting a clinical psychologist on the show (Dr. Sarah Kiperman, a White woman) to speak on validating emotions, however she was the only one to appear on the show. They also highlighted the community events that took place similar to WDIV with the exception of the U of M stories. What Fox 2 Detroit did highlight was the gunman of the shooting in multiple stories, with many of them focusing on who he was, how he was able to have guns with having a previous felony, the weapons he had on him at the time of the incident, the note he left behind, and video of his 2019 arrest. While WDIV did speak on the gunman, they only reported on the surface level information such as who he was, the specifics of what was in his note, spoke with his father, and briefly spoke on his previous charge. The station decided to focus more on the victims and community while reporting on what they were able to obtain from the police. What both stations did do was address the many questions about gun violence that arose again after the tragedy

through getting the MSU community's opinions and showing Michiganders at the Michigan Capitol to protest for stricter gun laws.

Limitations

One limitation to this study was mainly due to the limited accessibility to information about the racial identities of behind-the-scenes employees such as producers, assignment editors, etc. online at the local news stations. At these stations, they usually have the on-air talent listed on their 'meet the team' pages only. Other ways to find some of the employees were executed, such as using LinkedIn, however there was no way to find a definite number of employees working as producers, assignment editors, etc.; the number of employees that were recorded in the results were the ones that were found through searching. While a high number of newscasts at the local level were watched for this case study, all of the newscasts that air during the day were not watched, which could be another limitation. There are multiple times newscasts air for both of these stations, such as three to four times in the morning, three times in the evening, and two times at night, but only three specific times were watched for both of these local newscasts. There could have been stories that involved Black people and the Black Detroit community aired during the times the newscasts were not watched, so that would not have been counted during the time of the analysis.

Future Research

This case study research is a starting point to looking at representation of Black people in the news at the local and national level. Detroit is in a market where Black people are the most populated. It would be interesting to see if in another part of the state where Black people are also high in population such as Flint, MI—with Black people accounting for 56.7% of the total

80,628 population according to the U.S. Census (“QuickFacts. Flint, Michigan”)—if their news stations reflect the population they report in and for.

The study demonstrated that Black leadership caused substantial change and different reporting of Black issues and Black community. If prompted to continue into future research, looking at how other minority race groups and their stories are portrayed (if at all) in these shows would be a next step. It is important for all racial minority groups to feel represented when they see themselves in the news, not just Black people. So, it would be interesting to see what stories would be highlighted in their communities and the people who are leaders that make strides to advance said communities. Looking at other markets with high minority populations, the question to find out is if the same pattern that WDIV has demonstrated would be repeated for those populations, as well.

While the accessibility of information about the behind-the-scenes talent such as the producers, assignment editors, etc. presented itself as a limitation of this study, it could open the door to conducting future research on highlighting employees in those positions. In this future research, employees at these news stations/shows who are in these work positions could be approached to participate in an interview about a variety of topics. These topics could include their experiences at the stations and in the news industry overall, the dynamics and interactions they have with not only management, but also the future of Black people (and other minorities) in the news industry. Speaking with multiple employees in a one-on-one setting can provide the opportunity to go to a more personal level with their experiences, and it could reveal themes that occur through speaking with them. In addition, the examination of these news stations’ policies and practices for selecting stories and guests would be a future research direction. It would be

interesting to see what that process would look like, why they have that process in place, and if there could be possible changes to how their current process is.

At the local level, the inclusion of the third Detroit station WXYZ/Channel 7 News would be incorporated as another point of comparison. It would be interesting to see how their news portrays the community of Detroit, as well as see if they are more similar to WDIV or Fox 2 when it comes to their content about Black Detroiters and the Black Detroit community. WXYZ also has a Black news director, Keenan Oliphant, who had previously served as the interim news director and assistant news director of the station (Michigan Association of Broadcasters, 2022), which neither WDIV or Fox 2 has. With Oliphant in a high leadership role, it would be fascinating to see if their content decisions could have some differences from both WDIV and Fox 2 since they are unique with having a Black person in that position. At the national level, the inclusion of either *Good Morning America (GMA)* or the *Today* show could be included as another point of comparison. While both shows have Black on-air talent—with Hoda Kotb on *Today* and both Robin Roberts and Michael Strahan on *GMA*—neither have the Black executive producer that *CBS Mornings* has, with Libby Leist producing at *Today* (Today, 2018) and Simone Swink at *GMA* (Johnson, 2021). It would be interesting to dig into how (or if) they incorporate Black stories and guests in their shows as well as the frequency of them. With both shows ranked above *CBS Mornings* in views, what they are doing to stay in those positions leadership and content wise would be something to examine.

Conclusion

Despite limitations, this study contributes to the scholarship of representation of minority news coverage and minority newsroom leadership. Black leadership in all positions matters as it contributes to more and better coverage of Black news. When there are people who have lived

experiences being part of a community, they have a higher chance of relaying those experiences accurately for viewers/consumers who look like them and are able to relate. Newsrooms are slowly becoming more diverse, but there is a way to go if all newsrooms want to reflect all people in the country. This case study demonstrates what change can do when marginalized communities are given opportunities to showcase their people at the local and national level in decision-making positions. The end goal is for everyone to feel represented on all scales and encourage potential future newsroom employees that they have a chance to do the same thing because that opportunity has been opened.

REFERENCES

- “2022 Edward R. Murrow Awards.” *RTDNA*. Retrieved February 1, 2023, from <https://www.rtdna.org/2022-national-edward-r-murrow-award-winners>
- Alfonseca, K., Carter, N., & Pereira, I. (2023, March 7). Tyre Nichols: A timeline of the investigation into his death. *ABC News*. Retrieved March 14, 2023, from <https://abcnews.go.com/US/tyre-nichols-timeline-investigation-death/story?id=96695791>
- Atkinson, C. (2020, January 8). Charlie Rose, ex-CBS anchor, admits to workplace relationships, flirting. *NBC News*. <https://www.nbcnews.com/news/us-news/charlie-rose-ex-cbs-anchor-admits-workplace-relationships-flirting-n1112176>
- Baptiste, B. J. (2022). Race and Local Television News: The Emergence of Black Journalists in New Orleans. *American Journalism*, 39(1), 4-26.
<https://doi.org/10.1080/08821127.2022.2026196>
- Berg, K. (2023, February 14). 3 killed, 5 wounded in Michigan State campus shooting were all students. *The Detroit News*. Retrieved March 14, 2023, from <https://www.detroitnews.com/story/news/local/michigan/2023/02/14/three-killed-five-wounded-in-michigan-state-shooting-were-all-students/69901429007/>
- Campbell, C. P., LeDuff, K. M., Jenkins, C. D., & Brown, R. A. (2012). *Race and News: Critical Perspectives*. Routledge.
- CBS (2018, January 10). ‘CBS This Morning’ welcomes John Dickerson as new co-host. *CBS.com*. <https://www.cbsnews.com/news/john-dickerson-cbs-this-morning-welcomes-new-co-host-today/>
- CBS (2018, October 3). Bianna Golodryga named co-host of ‘CBS This Morning.’ *CBS News*. <https://www.cbsnews.com/news/bianna-golodryga-cbs-this-morning-co-host/>

- CBS. (2023). CBS Mornings. *CBS.com*. <https://www.cbs.com/shows/cbs-mornings/>
- CBS Mornings. (2023, January 30). *Tyre Nichols' death sparks conversation about race and policing* [Video]. YouTube. <https://www.youtube.com/watch?v=2pe0JtkTNqc>
- CBS News. (2023, March 8). *What we know about Tyre Nichols' death and the Memphis officers charged with his murder*. Retrieved March 14, 2023, from <https://www.cbsnews.com/news/tyre-nichols-death-investigation-memphis-police-officers-charges-what-we-know/>
- ClickOnDetroit (2021). WDIV-Local 4 and ClickOnDetroit claim victory in November. *ClickOnDetroit.com*. <https://www.clickondetroit.com/news/local/2021/11/24/wdiv-local-4-and-clickondetroit-claim-victory-in-november/>
- ClickOnDetroit (2023). Meet the Local 4 Team. *ClickOnDetroit.com*. <https://www.clickondetroit.com/team/>
- Coffey, A. J., (2013). Representing Ourselves: Ethnic Representation in America's Television Newsrooms. *Howard Journal of Communications*, 24(2), 154-177. <https://doi.org/10.1080/10646175.2013.776385>
- Erickson, H. L. (2017, November 30). CBS Corporation. *Encyclopedia Britannica*. <https://www.britannica.com/topic/CBS-Corporation>
- Federal Communications Commission (n.d.). *What We Do*. <https://www.fcc.gov/about-fcc/what-we-do>
- France, L. R. (2016, January 20). #OscarsSoWhite? It starts with the academy. *CNN*. Retrieved March 22, 2023, from <https://www.cnn.com/2016/01/19/entertainment/oscar-so-white-academy-feat/index.html>
- Gerring, J. (2007). *Case Study Research: Principles and Practices*. Cambridge University Press.

Greeley, P. (2021, January 25). WDIV's Evening, Late News Top-Rated in 2020. *TVNewsCheck*.

Retrieved February 1, 2023, from

<https://marketshare.tvnewscheck.com/2021/01/25/wdiv-evening-late-news-top-rated-in-2020/>

Hegranes, C. (2020, July 2). Newsrooms updates to style guide entries related to race are

heartening, but far from comprehensive. *Poynter*. Retrieved March 1, 2023, from

<https://www.poynter.org/ethics-trust/2020/newsrooms-updates-to-style-guide-entries-related-to-race-are-heartening-but-far-from-comprehensive/>

Heider, D. (2000). *White news: Why local news programs don't cover people of color*. Mahwah,

NJ: Lawrence Erlbaum Associates, Inc.

Hill, M. P. (2021, August 31). CBS is changing the name, look and sound of 'CBS This

Morning.' *Newscast Studio*. <https://www.newscaststudio.com/2021/08/31/cbs-mornings-preview/>

Hinds, J. (2022, November 4). Legendary Detroit news anchors and Tigers features in WDIV

prime-time special. *Detroit Free Press*.

<https://www.freep.com/story/entertainment/television/2022/11/04/going-4-it-the-inside-story-of-the-rise-of-wdiv/69615864007/>

Iannucci, R. (2019, May 6). CBS This Morning Confirms New Anchor Lineup, Norah

O'Donnell to Take Over *Evening News* This Summer. *TVLine*.

<https://web.archive.org/web/20190506135354/https://tvline.com/2019/05/06/norah-odonnell-cbs-evening-news-anchor-gayle-king-john-dickerson/>

"Implicit Racism." *Encyclopedia.com*. Retrieved January 25, 2023, from

<https://www.encyclopedia.com/social-sciences/encyclopedias-almanacs-transcripts-and->

maps/implicit-

racism#:~:text=Implicit%20racism%2C%20broadly%20defined%2C%20refers%20to%20an%20individual%E2%80%99s,a%20different%20race%20or%20ethnicity%20than%20one%E2%80%99s%20own

Jin, C. H., Talbot, R., & Wang, H. L. (2021, August 13). What The New Census Data Shows About Race Depends On How You Look At It. *NPR*. Retrieved February 16, 2023 from <https://www.npr.org/2021/08/13/1014710483/2020-census-data-us-race-ethnicity-diversity>

Johnson, T. (2021, August 11). Nate Burleson to Join ‘CBS This Morning’ as Co-Host, Anthony Mason to Move to Culture Reporting Role. *Deadline*. <https://deadline.com/2021/08/nate-burleson-to-join-cbs-this-morning-as-co-host-1234812761/>

Johnson, T. (2021, August 29). Simone Swink Named Executive Producer of ‘Good Morning America.’ *Deadline*. Retrieved March 29, 2023, from <https://deadline.com/2021/08/simone-swink-named-executive-producer-of-good-morning-america-1234823865/>

Johnson, T. (2023, March 27). Vladimir Duthiers Named Featured Host of ‘CBS Mornings.’ *Deadline*. Retrieved March 29, 2023, from <https://deadline.com/2023/03/vladimir-duthiers-cbs-mornings-1235310656/>

Katz, A. J. (2022, September 20). Here are Morning Show Ratings for 2021-’22 TV Season and Q3 2022. *TV Newser*. <https://www.adweek.com/tvnewser/here-are-morning-show-ratings-for-2021-22-tv-season-and-q3-2022/514894/>

- Lind, R. A. (2018). Different Paths, Different Voices: The Historical Contexts of Women's and Minorities' Access to Broadcasting. *Journal of Broadcasting & Electronic Media*, 62(1), 168-182. <https://doi.org/10.1080/08838151.2017.1402907>
- Marotta, S. A., Howard, S., & Sommers, S. R. (2019). Examining Implicit Racial Bias in Journalism. In S. Lehrman & V. Wagner, *Reporting Inequality: Tools and Methods for Covering Race and Ethnicity* (pp. 66-81). Routledge.
- Martinez, M. (2016, January 28). Flint, Michigan: did race and poverty factor into water crisis? *CNN*. Retrieved March 13, 2023, from <https://www.cnn.com/2016/01/26/us/flint-michigan-water-crisis-race-poverty/index.html>
- Meyers, M., & Gayle, L. (2015). African American Women in the Newsroom: Encoding Resistance. *Howard Journal of Communications*, 26(3), 292-312. <https://doi.org/10.1080/10646175.2015.1049760>
- National Association of Black Journalists (2005, April 24). *NABJ Code of Ethics*. Retrieved March 1, 2023, from <https://nabjonline.org/about/history/constitution-operational-documents/code-of-ethics/>
- NBCU Academy (2022, January 10). *Newsroom Lingo*. Retrieved April 17, 2023, from <https://nbcuacademy.com/news-rundown-terms-lingo/>
- Nishikawa, K. A., Towner, T. L., Clawson, R. A., & Waltenburg, E. N. (2009). Interviewing the Interviewers: Journalistic Norms and Racial Diversity in the Newsroom. *Howard Journal of Communications*, 20, 242-259. DOI: 10.1080/10646170903070175
- Owens, L. C. (2008). Network News: The Role of Race in Source Selection and Story Topic. *Howard Journal of Communications*, 19(4), 355-370. <https://doi.org/10.1080/10646170802418269>

Owens, L. C. (2016). Race in Television Newsroom: Do On-Air Personalities Reflect the Communities They Serve? *Electronic News*, 1(1), 7-20.

<https://doi.org/10.1080/19312430709336901>

Papper, B. (2000). Minority Hiring May Be Facing Retrenchment. *USA Today Magazine*, 128(2658), 66-67.

Malone, M. (2021, September 13). It's a New Day for CBS Morning Show. *Broadcast + Cable*.

<https://www.nexttv.com/features/its-a-new-day-for-cbs-morning-show>

Malone, M. (2022, September 6). 'CBS Mornings' Finds its Footing. *Broadcasting + Cable*.

<https://www.nexttv.com/features/cbs-mornings-finds-its-footing>

Michigan Association of Broadcasters (2022, July 22). *Keenan Oliphant Named News Director of WXYZ & WYMD*. Retrieved March 24, 2023, from

<https://www.michiganmedia.com/2022/07/22/kennan-oliphant-named-news-director-of-wxyz-wmyd/>

Papper, B. & Henderson, K. (2022). TV News Gets More Diverse, Still Does Not Reflect Public.

RTDNA. https://assets-002.noviams.com/novi-file-uploads/rtdna/Research/RTDNA-Syracuse_Diversity_in_TV_News_2022.pdf

"QuickFacts. Detroit, Michigan." *United States Census Bureau*. Retrieved February 1, 2023,

from <https://www.census.gov/quickfacts/detroitcitymichigan>

"QuickFacts. Flint, Michigan." *United States Census Bureau*. Retrieved March 26, 2023, from

<https://www.census.gov/quickfacts/fact/table/flintcitymichigan/PST045221>

Race Forward (2015). *Race Reporting Guide*.

https://www.raceforward.org/sites/default/files/Race%20Reporting%20Guide%20by%20Race%20Forward_V1.1.pdf

- Richardson, R. J. (2022). Local TV Newsroom Diversity: Race and Gender of Newscasters and Their Managers. *Journal of Broadcasting & Electronic Media*, 66(5), 823-842.
<https://doi.org/10.1080/08838151.2022.2121834>
- Rivas-Rodriguez, M., Subervi-Vélez, F. A, Bramlett-Solomon, S., & Heider, D. (2004). Minority Journalists' Perceptions of the Impact of Minority Executives. *Howard Journal of Communications*, 15(1), 39-55. <https://doi.org/10.1080/10646170490275747>
- Silcock, B. W., Heider, D., & Rogus, M., T. (2007). *Managing Television News: A Handbook for Ethical and Effective Producing*. Lawrence Erlbaum Associates, Inc.
- Smith, M. S. (2019). Using Fault Lines in Reporting. In S. Lehrman & V. Wagner, *Reporting Inequality* (pp. 173-183). Routledge.
- Solages, C. (2003). If the FCC Rule Changes Survive, Minority Broadcasting May Not. (cover story). *Crisis (15591573)*, 110(5), 20-22.
- Somani, I. S., & Hopkinson, N. (2019). Color, Caste and the Public Sphere: Black journalists who joined television networks from 1994 to 2014. *Journalism Practice*, 13(3), 314-330.
<https://doi.org/10.1080/17512786.2018.1426999>
- Somani, I. S., & Tyree, T. C. M. (2021). Black Broadcast Journalists: Implications of Mentorship and Race in the Newsroom. *Journalism & Mass Communication Educator*, 76(2), 176-201. <https://doi.org/10.1177/1077695820947884>
- Sonnett, J., Johnson, K. A., & Dolan, M. K. (2015). Priming Implicit Racism in Television News: Visual and Verbal Limitations on Diversity. *Sociological Form*, 30(2), 328-347.
DOI: 10.1111/socf.12165

- Stake, R. (1978, February). The Case Study Method in Social Inquiry. In R. Gomm, M. Hammersley, & P. Foster (Eds.), *Case Study Method: Key Issues, Key Texts* (pp. 19-26). SAGE Publications.
- Today. (2018, February 6). *Libby Leist, executive producer, TODAY*. Retrieved March 29, 2023, from <https://www.today.com/about/libby-leist-executive-producer-today-t124739>
- Tuten, T. (2023). Field Observation and Case Studies. In Zhou, S., Beasley, B., & Sloan, WM. D. -*Research Methods in Communication* (4th ed., pp. 267-273). Vision Press.
- “WDIV.” *Graham Media Group*. Retrieved February 1, 2023, from <https://www.grahammedia.com/wdiv>
- WXYZ (2023, January 27). Local vs. national news: The difference between the two. *WXYZ Detroit*. Retrieved January 28, 2023, from <https://www.wxyz.com/news/local-vs-national-news-the-differences-between-the-two>
- Yin, R. K. (2003). *Case Study Research: Design and Methods* (3rd ed.). SAGE Publications.
- Yin, R. K. (2014). *Case Study Research: Design and Methods* (5th ed.). SAGE Publications.

APPENDIX A. JANUARY & FEBRUARY 2016/2023 YOUTUBE CLIPS OF *CBS MORNINGS*

2016 clips

<https://www.youtube.com/watch?v=XxX5hTEJkNE> (LOLO JONES)
https://www.youtube.com/watch?v=f_E_nHQYcKY (RUSSELL SIMMONS)
<https://www.youtube.com/watch?v=dL6XIgzC1Dc> (DR. JOHN KING)
<https://www.youtube.com/watch?v=JmrexEYPTkg> (JIMMY GREENE)
<https://www.youtube.com/watch?v=dDNNa6UEtD4> (NAACP proposes plan with Snyder)
https://www.youtube.com/watch?v=vw3_Uwyqka4 (DWAYNE WADE help drive men's socks revolution)
https://www.youtube.com/watch?v=lZQ9a_w5V5s (BW dies after bring removed from Florida hospital)
<https://www.youtube.com/watch?v=du6MaPoTKjQ> (JAMES BROWN on Superbowl 50)
<https://www.youtube.com/watch?v=aLXAJIk7hzU> (CHARLES WOODSON wine lounge)
 @2:20
<https://www.youtube.com/watch?v=tsbqS4HVqbg> (financial contributor MELLODY HOBSON)
<https://www.youtube.com/watch?v=xSQroICqTHc> (MEGAN GOOD & DEVON FRANKLIN)
<https://www.youtube.com/watch?v=ZZLzxYKdJTo> (OBAMAS)
https://www.youtube.com/watch?v=j_MJkLMzIgQ (LIONEL RICHIE)
<https://www.youtube.com/watch?v=vxMNLs7zryo> (MORE LIONEL)
<https://www.youtube.com/watch?v=SlvcVIZDgUU> (SPIKE LEE)
https://www.youtube.com/watch?v=8RCFO_Eq-a0 (COREY BOOKER supporting Hilary Clinton)
<https://www.youtube.com/watch?v=hH8-nnQfqqw> (Oscar's critics; WESLEY MORRIS)
<https://www.youtube.com/watch?v=O8M9KIH2BcQ> (judge reject BILL COSBY'S immunity deal)
https://www.youtube.com/watch?v=JvuK_3CnjDo (CAMILLE COSBY expected to testify)
https://www.youtube.com/watch?v=WDjacC_kQSY (OBAMAS on last Superbowl in white house)
<https://www.youtube.com/watch?v=utTSMzfDZcA> (MARLEY DIAS/ book drive stories about black girls)
<https://www.youtube.com/watch?v=hBjeS6CXnsM> (LANCE WHITE... living with an artificial heart)

2023 clips

<https://www.youtube.com/watch?v=Ls7OqyXs-kM> (BEN HARPER)
<https://www.youtube.com/watch?v=2u4x8h2AhUw> (TAMI CHARLES & BRYAN COLLIER)
<https://www.youtube.com/watch?v=w1GPMumy93I> (DAMAR HILL'S UNCLE)
<https://www.youtube.com/watch?v=2aubyqgyicU> (DAMAR AWAKE)
<https://www.youtube.com/watch?v=Z7Ah8EJCJbY> (WOMAN LEADING HOUSE OF REP SPEAKER RACE)
https://www.youtube.com/watch?v=8Mf_X1nfrM0 (GAYLE CELEBRATION)
<https://www.youtube.com/watch?v=ApyJu3d2DD4> (RAP ON TRIAL)
<https://www.youtube.com/watch?v=MbzikTAdjIo> (DEION SANDERS)

<https://www.youtube.com/watch?v=piaWeD1APgU> (BUFFALO BLIZZARD GOOD SAMARITAN)
<https://www.youtube.com/watch?v=0wSG1AZwExg> (ACTRESS AISHA TYLER)
<https://www.youtube.com/watch?v=2k9sHSzsnIs> (LIZZO MAKES HISTORY)
<https://www.youtube.com/watch?v=B0z092Hn32U> (FOUR LARGEST US CITIES WITH BLACK MAYORS)
<https://www.youtube.com/watch?v=eiwLsBqdEkY> (FAMILY OF TYREE NICHOLS)
<https://www.youtube.com/watch?v=O-aoWLPvFVA> (BODY CAM OF NICHOLS TO BE RELEASED)
<https://www.youtube.com/watch?v=zt5tgj89RAA> (DISTRICT ATTORNEY ON NICHOLS)
<https://www.youtube.com/watch?v=UGFP7CtqzVM> (SPECIAL MEMPHIS UNIT DISBANDED)
<https://www.youtube.com/watch?v=fsPrZc4fUVQ> (CALLS FOR POLICE REFORM)
<https://www.youtube.com/watch?v=-GARVWjo6co> (BEN CRUMP ON NICHOLS VIDEO RELEASE)
<https://www.youtube.com/watch?v=2pe0JtkTNqc> (CONVERSATIONS ABOUT RACE)
<https://www.youtube.com/watch?v=0F0PnAf1I3o> (SPECIALIZED UNITS UNDER SCRUTINY)
<https://www.youtube.com/watch?v=Zz5q1bAS5-I> (OFFICERS/FIRE DEPT. EMPLOYEES RELEIVED)
<https://www.youtube.com/watch?v=Hgm6I-DY8jQ> (PAST DISCIPLINARY ACTION AGAINST P.Os.)
<https://www.youtube.com/watch?v=ZEe8jOj5h2A> (MOURNERS GATHER TO REMEMBER Tyree)
https://www.youtube.com/watch?v=zC5Fpj_38yI (renewed calls for police reform)
<https://www.youtube.com/watch?v=andy7iRpiWw> (GABRIELLE UNION)
<https://www.youtube.com/watch?v=r1WHVVrcJdY> (CONJOINTED TWINS SEPARATED)
<https://www.youtube.com/watch?v=QmvEiVxSr7I> (DR. IBRAM KENDI & NIC STONE)
<https://www.youtube.com/watch?v=tDPXUjNfPGQ> (MARCUS STROMAN CHILDREN BOOK)
<https://www.youtube.com/watch?v=dXCGb4-agrE> (A.AMERICAN COURSE CONTENT CONTROVERSY)
<https://www.youtube.com/watch?v=QbwXPxJP7bQ> (SERENA WILLIAMS AFTER TENNIS)
<https://www.youtube.com/watch?v=1TRsktwYvQw> (JENNIFER FORD)
https://www.youtube.com/watch?v=QCZm_Z8fl7I (TOBE NWIGWE)
<https://www.youtube.com/watch?v=j8nQlhd6PME> (TRIBUTE TO NICHELLE NICHOLS @7:40-10:30)
 @13:55 – 16:42 : Bookstore in Chicago celebrate diversity
 @17:15 – 23:13 : Runner Markelle Taylor shares how running changed his life
<https://www.youtube.com/watch?v=OX6212Z38WM> (AUTHOR TA-NEHISI COATES)
<https://www.youtube.com/watch?v=8jc2ix2MU3A> (TEXAS CHOIR DIRECTOR PAMELA DAWSON)
<https://www.youtube.com/watch?v=lrY-frBjNOE> (NIKOLE HANNAH-JONES)
<https://www.youtube.com/watch?v=Wwzw6fGIItSc> (MICHAEL B. JORDAN DIRECTIONAL DEBUT)

<https://www.youtube.com/watch?v=u6nRhWSXeLA> (VETERAN HONORED FOR HER SERVICE)
 @16:15 – 23:35
<https://www.youtube.com/watch?v=hd6j1l5kuxY> (COUPLE GIFTED SUPER BOWL GETAWAY)
<https://www.youtube.com/watch?v=sEI20MGBit0> (ANGEL GREGORIO)
<https://www.youtube.com/watch?v=IfKPrQiabEc> (RIHANNA RETURN TO MUSIC)
<https://www.youtube.com/watch?v=GODyQ1X6y2U> (KANSAS CITY CHIEFS LINEBACKER/NICK BOLTON)
https://www.youtube.com/watch?v=HCUTgZTLB_4 (BEVERLY JOHNSON)
<https://www.youtube.com/watch?v=BrExjH39xXw> (ONE OF THE 1ST BLACK GREEN BERET OFFICERS)
<https://www.youtube.com/watch?v=JhE8gCzYuKo> (UNTOLD STORY OF ‘NEW ORLEANS FOUR’)
<https://www.youtube.com/watch?v=Zc6fKYmI3KA> (LAMAR JOHNSON FREED AFTER 28 YEARS)
https://www.youtube.com/watch?v=S6L_Nuh7j7o (NEW SERIES LOOK INSIDE PRISON SYSTEM)
<https://www.youtube.com/watch?v=BzczjLEJJ3U> (SOPHIA DANNER-OKOTIE)
<https://www.youtube.com/watch?v=BITsBxu8KiQ> (DEAF PERFORMER JUSTINA MILES ASL SUPERBOWL)
https://www.youtube.com/watch?v=_xAY5PY-IXY (GAYLE KING RECEIVES WALTER CRONKITE AWARD)
<https://www.youtube.com/watch?v=yX-r35m6cEw> (ANOTHER CLIP)
https://www.youtube.com/watch?v=RK83YS27X_8 (BOZOMA SAINT JOHN NEW MEMOIR)
<https://www.youtube.com/watch?v=p-pf2EAFYkY> (BRITTNEY GRINER RESIGNS TO WNBA)
<https://www.youtube.com/watch?v=o9KfqHc86zc> (JIMMY CARTER’S PASTOR)
<https://www.youtube.com/watch?v=Dk3HsgbT6Lw> (QUEEN LATIFAH TO HOST NAACP AWARDS)
<https://www.youtube.com/watch?v=gTxvbul-B1s> (MUSICIAN TROMBONE SHORTY)
<https://www.youtube.com/watch?v=SNwdBpLw52s> (JENNIFER MCCLELLAN 1ST BLACK VIRGINIA CONGRESSWOMAN)
<https://www.youtube.com/watch?v=Lvw2T4QBqxs> (VIRGINIA JOHNSON LEGACY AS BALLET PIONEER)
<https://www.youtube.com/watch?v=Q0LqTi9DVP0> (HEATHER MCGHEE NEW BOOK)
https://www.youtube.com/watch?v=W4kBywwO_Q (JAMACIAN IMMIGRANT BECOME TOP CHEF)
<https://www.youtube.com/watch?v=jaumVIDJ2Fk> (JUICY BODY GODDESS FOUNDER SUMMER LUCILLE)
<https://www.youtube.com/watch?v=MuyssjX0ybQ> (CROSLEY GREEN CASE)
<https://www.youtube.com/watch?v=n9t0gW63eh8> (supreme court decline to hear case)
<https://www.youtube.com/watch?v=-06Ezo6INhg> (BLONDERY FOUNDER AUZERAIS BELLAMY)
<https://www.youtube.com/watch?v=AImzNpklOUA> (tips to protecting your home)

<https://www.youtube.com/watch?v=Z548jwCZ56w> (THE COALITION SERIES TO BEING BLACK & JEWISH AMERICANS TOGETHER IN DETROIT)

APPENDIX B. JANUARY & FEBRUARY 2023 CLIPS OF WDIV & FOX 2 DETROIT

WDIV-TV

Detroit Black Coffee Café

<https://www.youtube.com/watch?v=pISoA9cZ-KE>

Honoring Brenda Perryman

<https://www.youtube.com/watch?v=FdaiawyCHM4>

DSLA celebrates BHM

<https://www.youtube.com/watch?v=DZXYXAEHmtk>

Bert's Marketplace

Bert brought Black History Month to the school he went to (Bunche elementary)

<https://www.youtube.com/watch?v=bF8qySvQWSs> (@7:30 – 9:45)

Red Wings surprise students at Chrysler Elementary School

Brandon Roux on story

<https://www.youtube.com/watch?v=1PInaoKWboY>

Grow Detroit Young Talent Summer job program

<https://www.youtube.com/watch?v=VPDq8XNdH5o>

O's Burger Bar (Black Owned Business on East Side)

https://www.youtube.com/watch?v=Hw6z_RNEXuU

Oakland County Black swimmer @ Howard University

<https://www.youtube.com/watch?v=SJgiit8C-uQ>

Detroit skating with the next generation

<https://www.youtube.com/watch?v=noiBnPSRDO8>

Detroit Flower Company

<https://www.youtube.com/watch?v=rnfUuTb6EJg>

McDonald's Black History Makers of Today Scholarship Recipients

<https://www.youtube.com/watch?v=sVsxKGyTAQ8>

DPSCD Count Day– principal of a middle school & a student

https://www.youtube.com/watch?v=8j9_MWGse8g

Detroit TV Museum w/ James Jackson

https://www.youtube.com/watch?v=r_wHd3Gcp1Q

TOUR OF THE BUILDING - <https://www.youtube.com/watch?v=uLLaMZvmiy8>

Loni Love

<https://www.youtube.com/watch?v=MdqzQcW30dA>

Kyra Harris Bolden Interview

<https://www.youtube.com/watch?v=Hj0eEtotszY>

Jemele Hill Interview

<https://www.youtube.com/watch?v=u5d5xbvZJmA>

Detroit Youth Choir to America's Got Talent

<https://www.youtube.com/watch?v=FnDuKMKZOhw>

Clinical psychologist about mental health crises

https://www.youtube.com/watch?v=hXRcFz98e_g

Wayne County Judge on mental health crisis

<https://www.youtube.com/watch?v=vWMfptdXsck>

Detroit Reparations task force

https://www.youtube.com/watch?v=tImmgaUyC_U

Megan Woods' BRCA gene testing

https://www.youtube.com/watch?v=dW4JRF_8Ez4 (why she did it)

<https://www.youtube.com/watch?v=SWHOI3SjjUI> (full story)

<https://www.youtube.com/watch?v=Peo5qLozwWs> (what makes a good candidate)

https://www.youtube.com/watch?v=_TUBnQeJceA (why it's worth it to test)

Oldest living Black graduate of West Point (Clifford Worthy)

<https://www.youtube.com/watch?v=P7TmskG2e60>

<https://www.youtube.com/watch?v=Vmyw3a5AQnA> (@6:40-7:26) – funeral for Nichols

Expert perspective

<https://www.youtube.com/watch?v=iMivlfc34aQ>

Protests gather in Detroit

<https://www.youtube.com/watch?v=OJjUP4sDr9M>

Crime & safety expert dives into police killing

<https://www.youtube.com/watch?v=zpBOAwNUcis>

Police beating sparks protest

<https://www.youtube.com/watch?v=DLkE2ckhKLs>

<https://www.youtube.com/watch?v=KN62Xy99v5Y>

Crime & safety expert explains situation from police officer perspective

<https://www.youtube.com/watch?v=GviloSjmMnU>

Coping with anxiety

<https://www.youtube.com/watch?v=mbm54tbWaG0>

Students demand action in EL

<https://www.youtube.com/watch?v=TBrLgfoXQ-I>

Students return to MSU union

<https://www.youtube.com/watch?v=yGtqCYi6Lps>

Michiganders gather at Michigan Capitol

<https://www.youtube.com/watch?v=7ch8g2Fvqv4>

Students reflect on campus tragedy

<https://www.youtube.com/watch?v=5P0LEQhzeSI>

Student survives 2nd mass shooting in 10 years

<https://www.youtube.com/watch?v=o-2UkpznzChU>

What we know about the shooter

https://www.youtube.com/watch?v=yvU_rLMaCNk

MSU and oxford linked by tragedies

<https://www.youtube.com/watch?v=uZ4bU8ZpKOU>

Crime & safety expert gives insight

<https://www.youtube.com/watch?v=NTfaJFuG1X8>

BLACK clinical psychologist talks mental health following shooting

<https://www.youtube.com/watch?v=zf-p3n7l30M>

<https://www.youtube.com/watch?v=yrKf09dvfQw>

Parents reunite with students

https://www.youtube.com/watch?v=j_ZoNcqHjI

Full vigils

<https://www.youtube.com/watch?v=dBBbvpDgiik>

<https://www.youtube.com/watch?v=Qv1ULZnIuiM>

UMich vigil

<https://www.youtube.com/watch?v=BMP9rBVcl44>

Tips to donate safely to MSU

<https://www.youtube.com/watch?v=SzaQmy6yd1U>

What was in the note?

<https://www.youtube.com/watch?v=G6xekv8Xv5I>

Police find 2 handguns & note

<https://www.youtube.com/watch?v=9ecnaMADPW0>

Dealing with trauma

<https://www.youtube.com/watch?v=S0mIUNcl0Jg>

Police reveal more about shooter

<https://www.youtube.com/watch?v=7gAew6Eq5Z0>

Oxford high school survivor helps brother survive MSU shooting

<https://www.youtube.com/watch?v=NMUUQlApIZE>

<https://www.youtube.com/watch?v=KvUKXq69pyQ>

Company commits 100% sales

<https://www.youtube.com/watch?v=snlxhx7LNss>

Professor 'haunted'

<https://www.youtube.com/watch?v=A462n1HHL4w>

Gretchen Whitmer describes plans for leading the state after tragedy

<https://www.youtube.com/watch?v=bcZEqUACCHQ>

UMich basketball to honor MSU

<https://www.youtube.com/watch?v=hMbH9P-ZROA>

New options for msu students' return to campus

<https://www.youtube.com/watch?v=y6kp99rirW8>

Pregame ceremony at UMich honoring msu

<https://www.youtube.com/watch?v=jwmo0Mo1-Wg>

Father of msu shooter said he saw no warning signs

<https://www.youtube.com/watch?v=i0hlVX6mR4c>

Experts give insight to coping after tragedies

<https://www.youtube.com/watch?v=4FoNLD5vdwo>

Students return to class

<https://www.youtube.com/watch?v=vcNm9ujxJE8>

<https://www.youtube.com/watch?v=ZCQaMRjdKCQ>

No quick fix: psychologist talks coping after tragedies

<https://www.youtube.com/watch?v=NhXnRXIKHqs>

Msu students feeling mixed emotions on first day back

https://www.youtube.com/watch?v=i9_7mWkkZMw

Msu students take stand at Capitol

<https://www.youtube.com/watch?v=Ffes49ZmIxo>

How active shooter training is evolving

<https://www.youtube.com/watch?v=IJ772LEyJHY>

<https://www.youtube.com/watch?v=KTe9D2U4gVg>

Family remember Arielle Anderson

https://www.youtube.com/watch?v=7eYaV7_IY1k

Msu Latina shooting victim improving

<https://www.youtube.com/watch?v=Wjglwedx5b0>

More tips to donating safely to spartan strong fund
<https://www.youtube.com/watch?v=ZvuO-n8gJXs>
 911 dispatcher that kept calm
<https://www.youtube.com/watch?v=81c45Sy1Uwg>
 MSU lights tower green
https://www.youtube.com/watch?v=-IcggAbWh_o
 Search for suspects in 2 armed robberies
<https://www.youtube.com/watch?v=MlqbBV1b69g>
 Murder charge in deadly carjacking
<https://www.youtube.com/watch?v=ozVbxeqTbJU>
 DPD need help solving murder
<https://www.youtube.com/watch?v=9OxSemp9JIY>
 Torrian Hudson arraignment
<https://www.youtube.com/watch?v=-D1LfW8jFNc>
 Teen blast judge for Hudson bond
<https://www.youtube.com/watch?v=cU0FivONqWs>
 Emergency hearing set
<https://www.youtube.com/watch?v=PelzJqj2WGQ>
 Neighbors fed up with illegal dumping
<https://www.youtube.com/watch?v=HZvpaz6FGug>
 Community call for action for Tracie
<https://www.youtube.com/watch?v=rLQzN7DeQes>
 One of Detroit's first recreational marijuana dispensaries open for business
<https://www.youtube.com/watch?v=0jrHX6B3nu8>
 Fire and ice festival coming to Detroit
<https://www.youtube.com/watch?v=3SYOKOFxATQ>
 Families call for peace
<https://www.youtube.com/watch?v=BCRsQrkJrFw>
 Vigil honors Tracie golden –
<https://www.youtube.com/watch?v=nY1H05gspeA>
 NAACP installation ceremony (@8:50 – 9:22)
https://www.youtube.com/watch?v=ZM3_WZYMzkU
 Grandparent raising grandkids... support at church
<https://www.youtube.com/watch?v=07d1YoJBMTE>
 Human trafficking survivor pardoned by Whitmer
https://www.youtube.com/watch?v=ekvg_qF_hXE
 Detroit popcorn company
https://www.youtube.com/watch?v=bxm_GmBljbo
 Detroit nursing home workers demand change
<https://www.youtube.com/watch?v=ac6jOWzh6Iw>
 Detroiters honor MLK at Fox Theatre
<https://www.youtube.com/watch?v=74INXyflmBM>
 MLK rallies in Detroit
https://www.youtube.com/watch?v=_n40HxpAHT8
 Delta Sigma Theta Sorority, Inc. Detroit chapter marks 110 years
<https://www.youtube.com/watch?v=Gh6qX0k5REo>

Inflation impacts Motown museum expansion

<https://www.youtube.com/watch?v=NKjXU2pABrU>

10 yrs. Later family wants justice of naval officer's murder

https://www.youtube.com/watch?v=pt2Rk_tz-yY

Community call for action for Tracie

<https://www.youtube.com/watch?v=rLQzN7DeQes>

Look inside Detroit healthy housing center

<https://www.youtube.com/watch?v=DUWqeaPikdU>

New community center aims to educate on Detroit west side

<https://www.youtube.com/watch?v=nQfnIzOFKyw>

3 missing rappers found dead

<https://www.youtube.com/watch?v=LttAFvJLQP4>

Bond revoked on abuse case

<https://www.youtube.com/watch?v=Il-93LGxdYM>

Mom heartbroken over rapper son's death

https://www.youtube.com/watch?v=bSoDi_g2Y2k

Mom defends son in controversial case

<https://www.youtube.com/watch?v=qTvlLJBZqCs>

Family wants answers in mother's murder

<https://www.youtube.com/watch?v=-5YVKM8KFeA>

Good Samaritans rescue 3 year old walking into traffic

<https://www.youtube.com/watch?v=eMwst2gVUd8>

15 year old celebrate birthday after COVID complications

<https://www.youtube.com/watch?v=DB0EYKQ85F0>

20 years of the Rhonda Walker foundation

<https://www.youtube.com/watch?v=pvD2Q6XeUYY>

https://www.youtube.com/watch?v=TLC0KMSc_i0 (current students share story)

<https://www.youtube.com/watch?v=UmKCldg4CmM> (former students reflect)

<https://www.youtube.com/watch?v=J2f-stuP9eg> (former students turned mentors)

<https://www.youtube.com/watch?v=sgGoRIss4Ug> (foundation supporters)

<https://www.youtube.com/watch?v=ELa0iEJZk04> (foundation comes full circle)

Alternatives for Girls break ground

<https://www.youtube.com/watch?v=b5lmbQyWGq8>

Beth Manley wants caregivers to know they're not alone

<https://www.youtube.com/watch?v=bslxwFFFapA>

Detroit chef celebrates Black culture through food

https://www.youtube.com/watch?v=TgkB_mKLI40

Antoine Davis close to breaking basketball record

<https://www.youtube.com/watch?v=lais6YCgfcS>

FOX 2 DETROIT

Detroit girl impersonates Black icons

<https://www.youtube.com/watch?v=qIyUhyXoJdI>

2 Detroit groups nominated for the Rock & Roll Hall of Fame

<https://www.youtube.com/watch?v=LOFYJljgwwM>

Former wgpr anchor talks about her time

<https://www.fox2detroit.com/video/1176552>

Memory lane talk with joe spencer (former wgpr program director & president of wvb museum)

<https://www.fox2detroit.com/video/1176548>

Revisiting first show on wgpr with the former host Nat Morris

<https://www.fox2detroit.com/video/1176554>

Grow Detroit Young Talent's summer job program

https://www.youtube.com/watch?v=b4-9K1jy_Zc

No bond for repeat offender

<https://www.youtube.com/watch?v=7sP4Q6wUNOU>

3 men arrested for multi-car theft ring

<https://www.youtube.com/watch?v=HqpRq3dYKnA>

Mother of murder victim says DPD needs to do better

<https://www.youtube.com/watch?v=ysJNqI70TsU>

Man sentenced for killing Detroit police officer

<https://www.youtube.com/watch?v=UaFDYhkAzm8>

Vigil held for Detroit teen's recovery

<https://www.youtube.com/watch?v=1LvI2zRYq7U>

Affordable housing coming to Detroit's brush park

<https://www.youtube.com/watch?v=FYllx6vStpc>

Detroit students win scholarships at poetry slam

<https://www.youtube.com/watch?v=cNNy67N9lCw>

Alternatives for Girls break ground on housing project in Detroit

<https://www.youtube.com/watch?v=t-Wsuyndokw>

Detroit Reparations task force announced

<https://www.youtube.com/watch?v=4ZdEKUGpeUE>

Loni Love in Detroit

<https://www.youtube.com/watch?v=mwsdhcJXA7g>

Antoine Davis history making at UD-Mercy

<https://www.youtube.com/watch?v=1z7A5OZQldY>

Tuskegee Airmen honored at Detroit event

<https://www.youtube.com/watch?v=VC03whQCufc>

Detroit takes action against unfinished church

<https://www.youtube.com/watch?v=hQOBValkTMw>

Detroit will breathe planning protest

<https://www.youtube.com/watch?v=xnYgF4EUbiA>

Protesters gather

<https://www.youtube.com/watch?v=Zio3KcZDrKE>

Discussing the video

<https://www.youtube.com/watch?v=K7a03l3RwC4>

Students left shaken

<https://www.youtube.com/watch?v=78XJOxC7AYE>

Shooter identified

<https://www.youtube.com/watch?v=3kkkZQWtzWg>

Many questions about the gunman, few answers

<https://www.youtube.com/watch?v=1H3PIc9P9OY>

Investigation continues

<https://www.youtube.com/watch?v=zrp8Xiy0lUs>

Campus working to pull together

<https://www.youtube.com/watch?v=rnXrbCkqjZI>

Clawson & Grosse pointe schools reeling

<https://www.youtube.com/watch?v=ztpGIjaAvpA>

Psychologist

https://www.youtube.com/watch?v=_-mFZMnykXc

More shooter questions: how shooter with previous felony buy gun?

<https://www.youtube.com/watch?v=W7tjT-TjFms>

State law makers & msu alums speak

<https://www.youtube.com/watch?v=y87sXy0aywM>

Prayer service remembrance in gross pointe

<https://www.youtube.com/watch?v=TjN89qhtz84>

Oxford parent

<https://www.youtube.com/watch?v=kB1hOgMyxCY>

Tom Izzo remarks

<https://www.youtube.com/watch?v=JlkwaKXpJQc>

Full vigil

<https://www.youtube.com/watch?v=nSUPyg7wv7U>

More about shooter: 2 pistols & ammunition on him

<https://www.youtube.com/watch?v=HM8GVwYqxJE>

Msu student escaped union

<https://www.youtube.com/watch?v=szGvguCFIgI>

2019 felony arrest of msu shooter

<https://www.youtube.com/watch?v=45SefLCdmbI>

Understanding trauma & how to manage after tragedy

<https://www.youtube.com/watch?v=GHP31sMNcaE>

MSU gunman's notes had a lot of threats

<https://www.youtube.com/watch?v=bKkeiZ8ZBuc>

Note in MSU shooter's pocket

https://www.youtube.com/watch?v=DGVMZoX_NzM

MSU music professor says one of his students was injured, but recovering

<https://www.youtube.com/watch?v=DMKAsqPyxaw>

Dale brown says how to survive an active shooter situation

<https://www.youtube.com/watch?v=6N2IMD4IRxw>

Wayne state vigil

<https://www.youtube.com/watch?v=0QyfZG5vmmsg>

Community comforts students

<https://www.youtube.com/watch?v=xhIHVDBx-7g>

Msu students demand change at march for our lives protest

<https://www.youtube.com/watch?v=TRjchZM3274>

Sit in @ Lansing capitol

<https://www.youtube.com/watch?v=yEFWsSRgfoY>

Students return to class

https://www.youtube.com/watch?v=ZpyMY_aJ73w

Advice for coping

<https://www.youtube.com/watch?v=yUHB3sG0Cwc>

Vigil held honoring students

<https://www.youtube.com/watch?v=IjqYvmSwJ0g>

Wary MSU students think building shouldn't be open

<https://www.youtube.com/watch?v=JuwBQJm13l8>

DPD crack down on dollar store robberies

https://www.youtube.com/watch?v=HkOcZhc9_y4

Vigil held for carjacking victim Tracie golden

<https://www.youtube.com/watch?v=VTgDdpZtIBM>

Man accused of beating child's mother while out on bond for shooting

<https://www.youtube.com/watch?v=MGanCI6jPw0>

Detroit man accused of killing & dumping body on Southfield fwy.

<https://www.youtube.com/watch?v=kZrev9STef4>

Heart health advocate

<https://www.youtube.com/watch?v=INLvyGFJ6C0>

New era Detroit group volunteers protect customers

<https://www.youtube.com/watch?v=1JjXN4N09tw>

Jay Green (local artist) fights to save community house project

<https://www.youtube.com/watch?v=9tHoqYtKXzI>

Black men lead both chambers of Michigan legislature for 1st time in history

<https://www.youtube.com/watch?v=yuRvnQmuPbw>

Brave 7-year-old helps save grandmother's life

<https://www.youtube.com/watch?v=u9x5yDE8VTM>

MLK celebrations in Detroit

<https://www.youtube.com/watch?v=DhUWCBEAGbo>

Dr. Sabrina Jackson implement MLK values in our lives

https://www.youtube.com/watch?v=db_hNVxOm_g

3 generations of family members work in clearing Detroit blight

<https://www.youtube.com/watch?v=I0xHiSb7vdo>

Job training & adult scholarships available for Detroit residents

<https://www.youtube.com/watch?v=3Csd4izjiIM>