

Media
09-16-2013 by Harry Zirkelbach

The other day at the outdoor pool of Windsor Gardens the regulars afloat with the pretzels were busy comparing notes on trivia as is their habit. The topics often boring uninteresting, suddenly changed to the local TV news. This caught my attention as that happened to be the topic chosen by Mike Harris for the next Writers Monday reading.

Most comment was uncomplimentary. Seems the ladies found the presenters acceptable, liked nothing else about the typical readings by the well dressed preeners, regardless of the station mentioned.

Several, of the recurring themes ...

Why so much trivial banter between commentators when on air together?

Why give the same time to news, weather, sports every broadcast?

Why when introducing a reporter at some remote site does, the anchor fully summarize whatever the reporter is about to announce?

Why do Sports announcers criticize the local teams when losing?

This and all the comments not summarized would indicate that these residents did indeed listen to the Denver TV stations. There were too many names and peculiarities defined by the participants to just be casual observers of the Denver scene. And then in between they mentioned not having bought the local newspapers for years. The Windsor Gardens Life fared no better, being received, seldom read.

From this 30 minute education, I concluded that the once accepted understanding of Media, ``newspapers, radio, TV, that provide the public with news, entertainment, advertising'', was under siege. That the electronic revolution is altering the landscape.

And Mass Communications could be replaced by word of mouth, the source in that era, long, long ago.

