



News is People: The Rise of Local TV News and the Fall of News from New York

Craig M. Allen

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News is People is the first book-length account of local TV news, taking readers behind the scenes of more than 50 years of broadcasting. As local newscasters continue to invest resources into meeting the needs of their audiences, local newscasts continue to grow and gain public approval, giving them an edge over network news.

News is People includes 200 interviews with station managers, news directors, producers and anchors, and addresses many issues facing local network news today such as:

- Criticism of news media
- Tension between "high-reporters" and "average American viewers"
- Spreading influence of news consulting

Media students and professionals, as well as regular viewers, will benefit from this account of the history behind a primary source of information for an estimated 150 million Americans.

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