

## Implementation of Sustainability Issues Fall '12 362/668b & Capitol News Service' "Maryland Newslines"

Each Capitol News Service broadcast student selects a special area of interest at the beginning of the semester. In television news, this area is termed a "beat". The reporter is responsible for covering his or her beat with both mandatory and discretionary news stories.

This fall I will select the reporter covering the environmental beat. I will oversee not only breaking news stories with environmental impact, but, additionally, discretionary or enterprise stories that delve deeper into issues of sustainability.

Traditionally, this reporter has focused on pieces involving the Chesapeake Bay and energy issues. Following my instruction in the Chesapeake Bay Project, I will be able to expand coverage to the sustainability of agri-food systems, land use, development and transportation expansion.

Examination of sustainability will also be implemented with the remainder of the reporting staff. I will help the reporters and producers look at various issues through the lens of sustainability.

Almost every story the staff covers touches on some aspect of sustainability whether it be economic, environmental or social/cultural.

Implementation of a focus on sustainability will be particularly beneficial during the spring semester. The 2013 General Assembly session drives a majority of coverage from January through April. Economic concerns will certainly put sustainability initiatives in the spotlight because of continuing deficit concerns in this next session. Politicians often attach low priority to environmental issues because they don't give voters instant gratification.

I will direct the staff reporters to investigate beyond the political rhetoric. They will be assigned in-depth packages looking at the long-term effects of cutting sustainability incentives versus short-term cost savings.

Producing 362/668b interfaces with the daily production of "Maryland Newslines". Producers are trained in newscast production as well as newsroom management. They also learn how to build their audience.

I think that covering stories that highlight positive sustainability pushes will draw viewers. Covering the flip side, where we may be going backwards into saving our planet, will also help build the audience.

In class, I will try to impart to them the importance of sustainability's critical thread running through most every story they will put in their newscasts. Also, I will instruct them on the appeal of those stories in drawing and keeping viewers throughout their newscasts.