**Video Title:** Agenda Setting in Broadcast News Part 1

**Video URL:** <http://www.youtube.com/watch?v=f9SOQYHDN5M>

**Run Time:** 13:04

**Source:** Robert Hess/YouTube

**Closed Caption Available:** Yes

This video explores one of the two levels of agenda-setting in the news media: first-level agenda setting. In first level agenda setting the news media tells us which stories are important. As indicated in the text and online PowerPoint, which stories make it to the evening newscast or make the front page of the newspaper are not determined randomly. Instead, a group of editors and/or producers meet and decide which stories are important and should be featured in the media. The video follows the development of a story for a newscast. As you watch the video, answer the following questions:

1. How do news organizations tell you what to think about?

2. What are the processes involved in selecting stories for the news and what criteria are used?

3. How do you think an editor's political ideology could influence which stories are selected as "important" enough to include in a broadcast?

4. How can first-level agenda-setting influence how the target audience perceives the news?

5. What can be done to reduce the impact of first-level agenda-setting?