

Video Activity Worksheet

Unit 1: The Media

News Radio Is Here to Stay

Predict

In this video you will take a tour of the 1010 WINS radio station in New York City and listen to the general manager explain the value of its unique all news format. Before you watch the video, answer the following question.

What kinds of news items would you expect to hear on this radio station?

Focus

Watch the video. Find the answer to the following question.

What is the goal of 1010 WINS?

Comprehension

A. Check (✓) the statements Gregory Janoff would agree with.

- ___ 1. The editors make choices on news stories based on who their listeners are.
- ___ 2. People don't want to hear good news, only bad news.
- ___ 3. The Internet has replaced the need for radio.
- ___ 4. Almost everyone in the US listens to the radio at some point every week.

B. Answer the questions.

1. Who listens to 1010 WINS?
2. What is "Good for New York"?
3. What are some of the advantages of radio as a news source?

Discussion

- How often do you listen to the radio? What kind of stations do you listen to?
- Where do you get news from? The radio? TV? The Internet? Newspapers?
- Is it important to you to be up-to-date on news stories, weather, sports, etc.? Why?

Writing

You are an editor at 1010 WINS. Choose a local news story and summarize the main points in one paragraph. A clear report will answer who, what, when, where and why.

