

Things in Motion ...

All things are in motion and nothing is at rest...you cannot go into the same (river) twice. --Heraclitus (540?-480?)B.C.

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Journalism or ...?

ONE OF THE MOST annoying things that television viewers are subjected to are the ads that spew forth at increased volume. This is particularly offensive to those whose hearing is sensitive—it forces a constant use of the remote control in trying to maintain the desired sound level.

In recent weeks it has become apparent that some of our local TV stations are using exaggeration and unwarranted emphasis in their news presentations—presumably in an effort to attract more viewers.



“Sharks ATTACK east coast surfers in feeding FRENZY!” gives a quick and inaccurate impression of what has happened in three instances off the Brevard County coast—when a

surfer dismounted in the midst of a school of fish where small sharks were feeding and was bitten about the foot, possibly by accident. In any event the surfers are repeatedly warned to avoid schools of fish because of the likelihood of sharks.

This sort of verbal presentation has now lead to other, less dramatic statements such as: “We are in our severe weather center **DAY AND NIGHT...** to keep you informed. Such variations in pitch and volume may be effective among third graders, but serve only to irritate older viewers because the first few words are too loud and the ending phrase is so soft it cannot be heard. I am amazed that the station managers allow such variations in pitch and volume in their broadcasts. The repeated showing of the same scenes is bad enough, but to compound that offense by roller coaster volume and misleading verbiage smacks of the professionalism exhibited by the old Our Gang comedies and the antics of Spanky, Alfalfa, and Buckwheat.

I am not given to making waves, but it just might help if enough of us expressed our concerns about poor broadcast journalism to station managers ... it hasn't improved by our silence, has it?

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“Where there is a great deal of free speech there is always a certain amount of foolish speech.”

--Winston Churchill