COMPARISON OF INTERACTIVITY BETWEEN CNN AND YTN:
A MEDIA ANALYSIS ON TWO INTERACTING PROGRAMS-
‘RICK’S LIST’ AND ‘TOPIC NEWS’

A THESIS

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Chapter One: Introduction

When the supply exceeds the demand, price drops by an invisible hand. Consumers benefit from affluent goods with low price, whereas suppliers suffer ferocious competition and lose profits. The law of supply and demand is fitted into a present news industry. News medium are flooding. They are providing a variety of news content during 24 hours / 7 days ceaselessly. Media consumers are constantly exposed to newly released information, but they are often frustrated by the difficulties in finding reliable news.

On the other hand, news media are suffering the toughest times they have never experienced before. Print, radio, network television, cable television, and internet news compete with each other to increase their influence. News providers on social networking sites, such as Facebook, Twitter, and MySpace join this competition too.

Under increased competition, each medium sought alternatives to survive. Print adopted video reports, broadcasts aired in-depth stories, and Internet used both methods and so on. The divisions between media areas have blurred.

They are going beyond those attempts to satisfy migratory and picky audiences. In particular, cable news channels such as CNN in U.S.A and YTN in Korea are front-runners in their pioneering attempts. They had viewers participate in new programs in real time, to reflect viewer’s opinions on the specific issue immediately by way of interactivity.

This study analyzes two similar news programs Rick’s List of CNN and Topic News of YTN and how they interact with viewers in real time. Both news programs are the first interactive news programs among cable news networks in their respective country. However, each used different methods and brought about different consequences.
This study compares the interactivities of two news programs and examines the differences and similarities between them.

\textit{Crisis of News}

We live in a time where staggering analog and cutting edge digital medium coexist. Analog media, like newspaper and magazine, is losing ground more drastically than ever before. Digital media such as on-line is gaining growth more quickly with the help of developing technology. Broadcast media caught, between analog and digital, is reaching maturity and struggles to subsist. Janet Kolodzy, a journalism scholar, stated that:

It is also the worst of times for journalism. Daily newspapers and magazines see a decline in readers, as well as a decline in advertising. The network news sees its viewership decline. ... ... As a result, the news industry is a state of flux and, some might say, a state of disarray (p. 32).

Cable news channels that were hailed as a new platform are competing more gravely with one another and still face tough challenges from alternative media that are providing a 24-hour news service just like cable news network.

Traditional media are losing their inherent authority to set an agenda and do gatekeeping due to the decline of market share and revenue. Occasionally, alternative media continue to emerge and replace the role of traditional media in guiding public opinion. Web log or blogs, demonstrated its potential to play alternative media during the Iraq war. Two bloggers, Salam Pax and L.T.smah, who stayed in Baghdad and the Middle East presented uncensored “real” voices that otherwise may not have been heard by audiences.

Journalists reporting on the war began to publish Web logs after them (p. 238-239).
In Korea, Ahn (2009), living in the U.S.A, revealed hidden assets of businessman who were accused of diverting money from his company overseas in his web log. Ahn was able to access unclassified documents from the U.S government to obtain valuable information on the embezzlement. He wrote the stories based on the documents that other Korean journalists did not pay attention to. His stories were spread far and wide by readers and other blogs. Mainstream media that did not have access to the documents could not help referring to his Web log.

Blogs have been recognized as a new type of media due to their personalization, participation with the audience, and connection to other blogs. Bryan Murley, a Ph.D candidate at the University of South Carolina explained that:

Here, this works on two levels: the bloggers have turned consumption of mainstream news into a production of a new news product, while the blog’s audiences also participate in content construction and meaning production by participation in the comments section. In this way, blogs are not a closed text with their intended meaning already fully inscribed but instead come into being through this performance between the blogger and the audience. (p.166)

Likewise, crisis of news proceeds in these two ways: losing market and weakening agenda-setting ability.

**Newspaper**

The decline of U.S newspapers has accelerated in recent years. Circulation losses at daily papers seem to have peaked at 10.6 percent year-to-year in the six-month period ending September 2009. Big declines are almost certain to continue in the near future (Pew Project.
2010\(^1\). To put this in perspective, newspapers have lost 16.9 percent circulation in three years and 25.6 percent since 2008. Advertising revenues fell 43 percent over three years (Pew research. 2010). The top ten daily newspaper circulation's decline shows what situation they are in.

**Table 1.1**

<table>
<thead>
<tr>
<th>Name</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>Difference between 2009 and 2007 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wall Street Journal</td>
<td>2,062,312</td>
<td>2,011,999</td>
<td>2,024,269</td>
<td>-1.8</td>
</tr>
<tr>
<td>USA Today</td>
<td>2,278,022</td>
<td>2,293,310</td>
<td>1,900,116</td>
<td>-16.5</td>
</tr>
<tr>
<td>New York Times</td>
<td>1,120,420</td>
<td>1,000,665</td>
<td>927,851</td>
<td>-17.1</td>
</tr>
<tr>
<td>Los Angeles Times</td>
<td>815,723</td>
<td>739,147</td>
<td>657,468</td>
<td>-19.4</td>
</tr>
<tr>
<td>New York Post</td>
<td>724,748</td>
<td>625,421</td>
<td>608,042</td>
<td>-16.1</td>
</tr>
<tr>
<td>Washington Post</td>
<td>699,130</td>
<td>622,714</td>
<td>582,844</td>
<td>-16.6</td>
</tr>
<tr>
<td>Chicago Tribune</td>
<td>566,827</td>
<td>516,032</td>
<td>465,892</td>
<td>-17.8</td>
</tr>
<tr>
<td>Houston Chronicle</td>
<td>503,114</td>
<td>448,271</td>
<td>384,437</td>
<td>-23.5</td>
</tr>
<tr>
<td>Arizonan Republic</td>
<td>433,731</td>
<td>361,333</td>
<td>316,874</td>
<td>-26.9</td>
</tr>
</tbody>
</table>

Unlike in the U.S, the Korean newspaper industry does not adopt Audit Bureau of circulation. The following statistics were surveyed by Korean press foundation. Nevertheless, newspaper's decline is not exceptional in Korea. Newspaper circulation is estimated to have

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been shrinking rapidly as well. Surveys of newspaper-subscribing households showed that the readership dropped from 64.5 percent in 1998 to 36.8 percent in 2008.

The other survey also explained the tendency of newspaper circulation to shrink. The advertisement revenue for newspapers was $1.5 billion in 2008, accounting for 21.3 percent of the total advertising spending. The figure marks a steady decline from 2004 when newspaper advertisement was 26.2 percent (Graph1). Television, another traditional media, follows the same pattern. By contrast, the share taken up by on-line advertising jumped to 15.3 percent in 2008, up from 5.9 percent in 2004.

**Graph1.1**

Change in Advertising Revenue of Each Media in Korea from 2004 to 2008

![Graph showing changes in advertising revenue](image)

*Source: Korea Press Foundation, 2009 Korea Media Yearbook, p.444*

Finally, the Korean government deregulated a ban to prohibit newspapers from using IPTV service in 2009 in spite of broadcaster's unbending objection. The measure was presumably intended to help newspapers to find a way out of financial difficulty.
Broadcasting

Since 1980, network evening newscasts have lost an average of one million viewers per year. While an average of more than 50 million Americans watched one of the three evening news; ABC, CBS, NBC in 1980, only 22 million Americans watched ABC, CBS, NBC newscasts in 2009. Three networks have lost more than half of their original viewers to cable news channels and on-line alike. Even if the decline was slow in last two years (300,000 in 2008 and 565,000 in 2009), it is not likely to be reversed. With this effect, the number of average correspondents who appeared on air on these three stations was reduced from 77 in 1985 to 53 in 2009 (Leadership Directories).

Table 1.2
The combined Viewership of Three Network from 1980 to 2009

<table>
<thead>
<tr>
<th>Year</th>
<th>Combined Viewership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>52 millions</td>
</tr>
<tr>
<td>1990</td>
<td>41 millions</td>
</tr>
<tr>
<td>2000</td>
<td>32 millions</td>
</tr>
<tr>
<td>2005</td>
<td>26 millions</td>
</tr>
<tr>
<td>2008</td>
<td>21.8 millions</td>
</tr>
<tr>
<td>2009</td>
<td>22.3 millions</td>
</tr>
</tbody>
</table>

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2 Nielsen Media Research
On the other hand, cable news channel’s growth is ongoing. Both daytime and primetime viewership are eroding network’s viewership. The viewership for cable news across all three channels; Fox News, CNN, MSNBC, in prime time grew by 7 percent, to 3.88 million, up from 3.64 million in 2008. And the viewership for cable news across all three channels in daytime grew by 16 percent, to 2.16 million, up from 1.86 million in 2008\(^3\) (Nielsen).

Nevertheless, it is estimated that the growth will meet a peak point soon due to growing online. Pew Research Center (2010) analyzed that “although it was a robust year for cable, there are signs that the medium has reached a point of maturity. There is only minimal room to grow in terms of households accessing cable television”

Regarding this analysis, the cumulative audience\(^4\) was down in 2009 at each of three channels. At Fox, it was down 2 percent, at CNN, 9 percent, and at MSNBC, 16 percent (Nielsen).

Besides, Data from surveys about where people go for their national and international news suggest that the Internet has already caught cable\(^5\) (Pew research 2008). In this context, cable hailed as a new media is facing a challenge from Internet. Among cable news channels, CNN is in the toughest situation. CNN, beginning twenty-four hour news and being regarded as a flagship, falls far behind Fox news. MSNBC used to surpass CNN as well.

CNN lost its prestige as number one news channel in viewership a quite while ago. While Fox had 2.13 million viewers in prime time, CNN dropped by 15 percent from one year earlier

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\(^3\) The measurement of viewership is calculated in median calculation, which is the number in the middle of a series of figures.

\(^4\) Cumulative audience refers to the number of individual viewers who watch a channel for at least six minutes over the course of a month.

\(^5\) Nearly six-in-ten Americans younger than 30 (59%) say they get most of their national and international news online; an identical percentage cites television. In September 2007, twice as many young people said they relied mostly on television for news than mentioned the Internet (68% vs. 34%).
to 891,000 in 2009 (Nielsen). The most critical aspect is that CNN doesn’t seem to keep pace with FOX news in the near future.

Network news is struggling to emulate cable news and on-line in Korea. Viewership of Korea’s network news has decreased by the effects of cable news and online. The viewership dropped by 33.5 percent from 2000 to 2006 (Park, p.83). The combined viewership of network’s nightly news: KBS, MBC, and SBS, declined to 36.7 percent in 2009 up from 45.3 percent in 2000. On the other hand, YTN’s daily viewership went up from 0.056 percent to 0.507 percent at the same period (TNmS). The aggregated viewership, which would hover over more than 50 percent, remains 30’s percent these days.

Graph 1.2
The combined Viewership of Three Network in Korea from 1998 to 2009

Although YTN’s viewership has increased gradually, its growth rate slowed, and its prestige on breaking news is being damaged by on-line either. It is time for YTN to find a stimulus for continuous growth.
Magazine

News magazines have been suffering continuous decline of circulation as well. Three top news magazines; *Time, Newsweek, U.S. News*, fell 15 percent year to year in circulation for 2009. Each of the three news magazines lost approximately one million of circulation since 2003. Magazine ad revenues dropped 17 percent from the previous year. Overall magazine circulation has declined gradually. Combined consumer magazine circulation in 2009 dropped 6.8 percent point from 2003 to 328.4 million copies⁶ (Audit Bureau of circulation).

<table>
<thead>
<tr>
<th></th>
<th>2003</th>
<th>2008</th>
<th>2009</th>
<th>Difference between 2009 and 2003 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>4,112,311</td>
<td>3,360,135</td>
<td>3,329,429</td>
<td>-19%</td>
</tr>
<tr>
<td>Newsweek</td>
<td>3,112,407</td>
<td>2,701,893</td>
<td>1,972,219</td>
<td>-36%</td>
</tr>
<tr>
<td>The U.S. news</td>
<td>2,024,770</td>
<td>1,583,914</td>
<td>1,188,933</td>
<td>-41%</td>
</tr>
</tbody>
</table>

Korean news magazine is also having difficulty in surviving. Three major monthly media magazines; *Chosun, Dong-a, Chongang*, with combined circulations in excess of one million in the 1990’s shrank to one third of the peak in 2008⁸ (Korea magazine association). Readers tend to spend less time reading news magazines. Korean press foundation’s survey revealed

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⁶ In 2003, circulation of magazine was 352.5 millions.
⁷ Audit Bureau of Circulation (U.S.A)
⁸ Korea magazine association estimated the number by surveying advertisers.
that in 2008, readers spent less than half of the time reading magazines than they did in 2002.

Moreover, among all traditional media, magazine’s collapse is more noticeable. Audience’s attitude to magazine is inclined to consider it not as news media but as a diversion (Korea press foundation, 2009).

**Interactivity**

Critic examined what circumstances the mainstream media of America and Korea were surrounded by. Critic researched situations surrounding two leading Cable News Networks as well. The media, standing before a misty road, search for remedies to invigorate insipid their news content. How can they regain a competitive status? Can they revitalize news content that has been losing competitiveness? They have attempted multiple methods to reestablish their eminence like; from a weekend version for newspaper, shoveling news content into their web-site, convergence to interactivity and so on. Though few resulted in a bit of fruitful outcome and a few are on process, any one didn’t reach the media industry’s expectation yet.
In the meantime, CNN and YTN, representing journalistic integrity, have employed several new methods to mediate news content effectively. Concurrently, CNN as well as YTN adopted interacting news program. Each program was the first program that interactivity was used on air and in real time in each country. They attempted to expose audience’s responses to specific issues in real time without sifting through them. They tried to be in tandem with changing audiences who are not passive but active at participating in shaping public opinions. They intended to get rid of ambiguities in their future by using interactivity.

This study examines how each of CNN and YTN adopted interactivity on live feed, and whether interactivity could be an alternative for invigorating news content. What significance of interactivity is implied in news media is surveyed too.

Moreover, this study looks into what similarities and differences are between two similar interacting news programs. Finally, what causes differences is to be an object of a thesis. To this end, this analysis requires a better understanding of the different media environments in which each news media, CNN and YTN, operate.

**Different media circumstances between America and Korea**

CNN has been facing bitter competition in the news market. CNN’s success begot more than 70 television networks with 24-hours news coverage in the United States, including all-news MSNBC and the Fox News Channel. Both rivals used to threaten the prestige of CNN by creating all day news broadcasting.

Finally, Fox News, leaving behind CNN since 2002, continued to widen the gap with CNN (Nielsen Media Research). Fox’s number was more than double of the combined number, CNN and its sister station, HLN.
Table 1.4

<table>
<thead>
<tr>
<th>Median prime time</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOX</td>
<td>1,590,000</td>
<td>1,370,000</td>
<td>1,410,000</td>
<td>1,790,000</td>
<td>2,130,000</td>
</tr>
<tr>
<td>CNN</td>
<td>725,000</td>
<td>710,000</td>
<td>736,000</td>
<td>1,050,000</td>
<td>891,000</td>
</tr>
<tr>
<td>MSNBC</td>
<td>335,000</td>
<td>361,000</td>
<td>490,000</td>
<td>767,000</td>
<td>786,000</td>
</tr>
<tr>
<td>HLN</td>
<td>307,000</td>
<td>302,000</td>
<td>353,000</td>
<td>434,000</td>
<td>525,000</td>
</tr>
</tbody>
</table>

CNN used to be plunged even below MSNBC in viewership since 2009. Likewise, CNN struggles to compete with its formidable competitors under slowing market growth. Moreover, the local media, strengthening immediacy as well as depth by way of convergence between print, online and broadcasting, are ready to wag a turf war with networks.

This fierce media circumstance impels CNN to explore a breakthrough in drastically changing media trend. Furthermore, whether interactivity can be a watershed to overcome news crisis is a matter of not only CNN but also whole media industry.

On the contrary, YTN is situated under less competitive circumstances. YTN is the only officially exclusive 24-hours cable news network in Korea. Six business channels, hardly providing all-news coverage, are in the market. However, they did not threaten the viewership of YTN.

Recently, few business channels, like MBN and HanKyung, increased news programs to draw YTN viewers, but that was not enough to reach YTN’s status. However, the gap between YTN and others has been narrowing. (Table 5 by AGB Nielsen)
Table 1.5
Three Cable News Network Viewership from 2004 to 2008 In Korea

<table>
<thead>
<tr>
<th>Day+Prime time</th>
<th>2004</th>
<th>2006</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTN</td>
<td>0.435</td>
<td>0.437</td>
<td>0.507</td>
</tr>
<tr>
<td>MBN</td>
<td>0.22</td>
<td>0.31</td>
<td>0.41</td>
</tr>
<tr>
<td>Han-Kyung</td>
<td>0.12</td>
<td>0.21</td>
<td>0.29</td>
</tr>
</tbody>
</table>

YTN has competed with news programs of three major networks such as KBS, MBC and SBS rather than business news cable networks. YTN used to surpass networks in breaking news. Despite growth of YTN, three major networks take the overwhelming precedence over YTN in nightly news programs.

Unlike in the United States, most leading broadcasting companies are not privately-owned but public or state-owned companies. Among three major networks, KBS is state-owned and MBC is run by a civil organization. A consortium of three state-owned companies owns YTN. In this light, Korean news broadcasting industry is dominated by non-private businesses. Moreover, law has restricted entry of private funds into this market strictly. Thanks to the regulation and market structure, YTN and two major networks have been given exclusive status to survive without bitter competition. Even if YTN struggled to survive at the beginning of Cable TV from unpopularity, status of the only news channel has been thoroughly guaranteed.

In conclusion, The Korean broadcasting news market is less competitive than American’s, thanks to the benefit of entry regulation. Korean broadcasters are faced with less competition. Such situation in the broadcasting industry in Korea thus failed to engender innovative efforts.

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9 MBC is owned by the Broadcasting Culture Promotion Association, whose nine board members are all appointed KCC (Korea Communications commission).
to enhance its efficiency or to take new initiatives. Jin (2006), an economist, stated, “productivity of state-owned companies turned out lower than private-owned ones in Korea. Privatization or restructuring of public companies is recommended to enhance productivity and efficiency”.

In order to improve efficiency of broadcasting market, the Korean government deregulated entry into broadcasting market last year. It allowed a newspaper or a large business to own up to 20 percent stake in terrestrial broadcasters, 30 percent in general television channels, and 49 percent in news-only cable channels. It also enabled foreigners to have a 20 percent stake in general television channels and news-only cable channels.

Rick’s List / Topic News

Rick’s List is one of the CNN’s news programs, airing weekdays from 3 pm to 5 pm. Rick Sanchez anchors a two hour news program alone. Rick’s List\textsuperscript{10} is the first interactive news program using social networking websites such as Twitter, Facebook, MySpace and anchor’s individual blog. Rick’s list began Jan 18, 2010 and discusses audience’s opinions as shared on social network sites to the specific news topic. Sometimes, he features feedbacks from the audiences immediately. Rick Sanchez also runs a continuing feature called “The List U Don’t want 2 Be On” in which he criticizes others’ actions and comments\textsuperscript{11}.

Rick’s List shows the audience’s opinions two ways. One is to expose short sentences at the bottom of screen; the other is to show the screen of websites containing a large number of viewer's comments to the news topics. The opinions come from texting as well as on-line. The

\textsuperscript{10} Rick Sanchez has started to use social networks and Chyron font for interactivity since September, 2008 while taking charge of one-hour segment of CNN News room. CNN entitled his own title on the news program, ‘Rick’s List’ and extended it to two-hour program from January, 2010.

\textsuperscript{11} Wikipedia
anchor often introduces and reads the interesting comments during program hours to induce viewers’ responses.

This program expects viewers and users to spread this program’s news content exponentially through social-networks at the same time. Rick’s List is the first experimental news program that allows viewers to participate in shaping public opinion. Rick’s List gets viewer’s opinions to be seen and read on screen in real time. Rick Sanchez also responds to audience’s comments and questions on air or by online.

In case of Twitter, Rick Sanchez has 123,700 followers as of March 28, 2010. Striving to restore the number one place in the area of 24-hour broadcasting news, CNN launched this all-interactive program. However Rick’s List struggled to obtain high viewership at the beginning of its launch.

According to Nielsen rating, as of the end of February, Rick’s List averaged 560,000 viewers, down a 43 percent over the same time last year. Nonetheless, CNN avowed to strengthen interactivity with using social networking websites in the future. In 2009, CNN partnered with Facebook to allow audiences to share news content as well as to comment on issues. Moreover, Jonathan Klein, CNN president, asserted at media summit 2010 in March:

"The competition I’m really afraid of comes from social networking sites. I’m more worried about the 500 million people on Facebook than I am about 200 million watching on FOX.....If we can be the pipeline for reliable, accurate information, that’s a pretty essential function in the world of these social networks."

His remark is enough to predict CNN’s move ahead. Topic News of YTN was the first interactive news program; it was broadcast from April, 2008 to November, 2009. The program aired 6:30 pm to 7 pm. Topic News interacted with viewers in real time. Viewers
sent text messages to YTN while on the air. Messages relating to specific topics were scrolled on the bottom of the television screen and then anchors occasionally read a few of them. This interactive program was broadcast in terrestrial DMB (digital multimedia broadcasting) at the same time too. This program was so fresh in 2008 it was ranked first by DMB. However, it couldn’t have a long run.

The primary reason the program stopped early was that the editorial group objected to keeping interaction with viewers in real time because they tended to stand for a role of gate-keeping as a journalist. Moreover, the *Topic News* failed to effectively deliver the content, produced by the interaction, to a broader audience. If it had obtained enough popularity, the editorial group would not have decided to shut down the program. Nevertheless, *Topic News* was evaluated to be the first news program that attempted to interplay with viewers on air in Korea.

**Summary and conclusion**

This study seeks to analyze the interactivity of these two similar news channels through two similar news programs, giving full recognition to the interactivity in which it exists. CNN and YTN are developing interactivity to address changing media circumstances. While CNN is more dynamic in embracing interactivity, YTN seemed to hesitate to evolve it into a full-brown phase. Even if two networks have a similar background and identity, they have shown different results in doing interactivity. What are the reasons causing the differences of these two similar television news networks? This study will research why the differences have been brought about. To this end, two similar news programs were chosen to be analyzed.
The balance of this study is divided into four chapters. Chapter two, the literature review contains the examination of previous study on interactivity and comments on CNN, YTN and two interactive news programs.

In terms of the method of analysis outlined in Chapter Three of this thesis, an eclectic approach seems initially appropriate due to the difference between American and Korean media circumstances and cultures. Indeed, the approach employed in this study actually uses a combination of four research methods, content analysis, analog criticism, cross-cultural criticism, and media criticism.

Chapter Four presents the results of the multiple methods used in this study. A discussion on the findings and limitations of this study is drawn in Chapter Five that also suggests further implications and directions for similar studies in the future.
Chapter Two: Review of the Literature

This study examines interactivity in terms of media analysis. Interactivity is a buzzword surfacing in a media convergence era. Convergence, putting together different media into being a whole, makes interactivity feasible. Burnett and Marshall (2003) explained that convergence is “the blending of the media, telecommunications and computer industries, and the coming together of all forms of mediated communication in digital form”. Likewise, in two programs; *Rick’s List* and *Topic News*, interactivity is conducted by combined technologies of Television, telecommunication and Internet in digital form.

In a cultural respect, Interactivity has great effects on communication culture. Interactivity allows audiences to participate in shaping public opinions or in the process of making news. With the help of interactivity, passive audiences are capable of turning into active participants. They play two roles as receiver and producer of news content at the same time.

Henry Jenkins related this phenomenon to cultural convergence. He referred to cultural convergence as “involving both a change in the way media is produced and a change in the way media is consumed” (p.16).

John V. Pavlik and Shawn McIntosh added more value to it:

*Cultural convergence* is defined as the shift from a largely passive and silent audience that consumes media produced by large-scale media companies to an audience with nearly equal ability to produce and distribute its own content. Under the notions of convergence, key points of this review are explained. (p.10)
In this light, interactivity is exclaimed as a gimmick to invigorate news which audiences distrust more and more, due to several reasons, such as bias, hyperbole, and vulgarity. One of expectations for interactivity is found in a remark of an expert. Al Tompkins, Broadcast/Online Group Leader at the Poynter Institute for Media Studies, stated (2005) that “interactivity is the future of news, and what struck me was not just how cool it was but how it allowed the journalist to interact with the public, interactivity is absolutely the future of news delivery”.

Whether interactivity takes effect, as a panacea to save news industry in danger, is not proved yet. However, interactivity is attempted to revitalize 24-hour news networks with the expectation for its being an appropriate contrivance, or at least a complement.

The balance of this chapter reviews previous studies on the definition of interactivity, the meanings and limitations of interactivity and reviews of books and articles about two news networks and Rick’s List and Topic News. The previous studies of interactivity offer a platform to analyze and compare two similar programs.

**Definition of Interactivity**

A term, interactivity, is one of the terms mentioned most often in digital media times. Nevertheless, there is no agreed-upon definition of it. What Is?, online encyclopedia, defined interactivity as:

In computers, interactivity is the dialog that occurs between a human being (or a possibly another live creature) and a computer program...in addition to hypertext, the Web (and many non-web applications in any computer system) offers other possibilities for interactivity. Any kind of user input, including typing commands or clicking the mouse, is
a form of input. Displayed images and text, printouts, motion video sequences, and sounds are output forms of interactivity”

Denis McQuail (2000) mentioned interactivity as one of the main characteristic of the new media. He referred to “interactivity as indicated by the ratio of response or initiative on the part of the user to the "offer" of the source/sender”.

In the meantime, Sheizaf Fafaeli (2009), a media and Internet scholar, defined interactivity as “the condition of communication in which simultaneous and continuous exchanges occur, and interaction involves two or more parties to a communication engaging in an ongoing give-and-take of messages.”

Pavlik and McIntosh put weight on dialogs that both communicating parties alter and adjust their messages in response to feedback, thus changing the nature of subsequent messages and modes of communication, further defining it as having the following elements;

" First, a dialog that occurs between a human and a computer program (this includes emails, online chats, and discussion groups, as at either end of the communication flow it is a human interacting with a computer program-the Internet is simply the channel) Second, a dialog that occurs simultaneously or nearly so, third, the audience has some measure of control over what media content it sees and in what order (getting personalized information, magnifying an image, clicking on a hyperlink, etc)” (p. 69).

Interactivity is closely related to a mode of communication in that interactivity contributes to transfer information from person to person through the use of electronic
devices that directly respond and correspond to the actions of the user. And yet, it foments an environment in which incessant exchanges occur immediately.

Meanwhile, Henry Jenkins argued (2007) that how well interactivity is fulfilled depends on technology, defining it as the ways that new technology has been designed to be more responsive to consumer feedback;

“One can imagine differing degrees of interactivity enabled by different communication technologies, ranging from television, which allows us only to change the channel, to video games that can allow consumers to act upon the represented world. Such relationships are of course not fixed. The constraints on interactivity are technological. In almost every case, what you can do in an interactive environment is pre-structured by the designer” (p.137).

In this study, the definition of interactivity refers to the condition of communication in which simultaneous and continuous exchanges occur. And interaction involves two or more parties in communication engaging in an ongoing give-and-take of messages. (Sheizaf Fafaeli, 2009)

**Significance and limitation of Interactivity**

Why is a media industry in a cult of interactivity? The answer would be here that the mainstream media called print, radio, and broadcast couldn’t satisfy the audience’s expectation any more. Audiences are waiting for something novel enough to gratify their expectation in mass media. Interactivity is paid attention to by media industry as well as audiences. Interactivity is expected to meet audience’s expectation to be part of media.
Most of all, viewers can expose their opinions and thought to the masses by interacting with mass media. Viewers can meet other viewer's live arguments that media did not sift through. The exposed thoughts and opinions of grassroots may have an effect on shaping public opinion.

In the past, whereas the audience hoped to participate in the process of news making and wanted its opinion to be reflected in the news, the traditional media was not responsive to eager anticipation demanded from the audience. Interactivity between broadcasting and audiences may enhance satisfaction of audiences who was overlooked by old media.

Henry Jenkins gives emphasis on interactivity that it helps people develop their diversity and freedom; “expanding the potentials for participation represents the greatest opportunity for cultural diversity.” (p.268)

As Pavlik and McIntosh also stated, interactivity helps audience to access more personalized contents as well, which leads to deeper engagement in media:

The dialogic nature of interactive media can make our relationship with the media we encounter far more personalized. By making media content more relevant to our lives and individual needs, we become more engaged with it. Not only do we become engaged with media content, but also with interactive media we can become engaged with others through discussion forums, online chat, instant messaging, email, and other ways. This increased interactivity with each other not makes media content irrelevant in our lives. (p.213)

From the perspective of media, interactivity gets media to respond to audience’s real-time and diverse opinions. It goes beyond a matter of responding. Taking advantage of social network sites, such as Twitter, Facebook and MySpace, interactivity is developed into
expansive reproduction of news content, because users in social network sites are connected to each other.

Mark Briggs, a media consultant and writer, contends that conversation between users in social network sites is conducive to spreading news content;

“First through message boards and forums, then blogs, then through comments directly on news stories, people quickly transformed news from a lecture or one-way communication to a conversation with fluid changes in the content from one consumer to another” (p.283).

Interactivity on news content fosters audience’s involvement in news as well as diverse content for news media. It can produce synergism by two aspects, as Henry Jenkins predicted that “the power of the grassroots media\(^{12}\) is that it diversifies; the power of broadcast media is that it amplifies. That’s why we should be concerned with the flow between the two” (p.268).

The news broadcast in the future is presumed to be closely related to interactivity. Regarding this, Ashley Highfield’s remark, a managing director of Microsoft in UK, is notable:

Future TV may be unrecognizable from today, defined not just by linear TV channels, package and scheduled by television executives, but instead will resemble more of a kaleidoscope, thousands of streams of content, some indistinguishable as actual channels. These streams will mix together broadcasters’ content and programs, and our viewers’ contributions. At the simplest level-audiences will want to organize and reorganize content the way they want it. They’ll add comments to our programs. Vote

\(^{12}\) Henry Jenkins refers to grassroots media as participants-for example, bloggers or fan group leaders-who actively shape the flow of media content but who operate outside any corporate or governmental system.
on them, and generally mess about with them. But at another level, audiences will want to create these streams of video themselves from scratch, with or without our help. At the end of the spectrum, the traditional “monologue broadcaster” to “grateful viewer” relationship will break down. (p.253)

However, there are some who worry about reverse effects of interactivity. Groundless libel and slander going beyond pejorative words behind anonymity are not only a problem, but also nefarious intention, which intend to drive audiences towards its interests commercially and politically is also a problem. The *Los Angeles Times* was forced to shut down a “wikitorial” site it created for readers in 2005 because of the foul language and inflammatory comments posted by readers. Pavlik and McIntosh warned us of danger in adverse effects that:

Most people know how disruptive an obnoxious poster can be to a discussion group, making others respond angrily to views perhaps simply spouted to draw a reaction, a practice called trolling\(^\text{13}\). Not only do such practices degrade the quality of the discussion taking place but also they waste other’s time in reading and responding. (p. 215)

Excessive dependence on interactivity may undermine a journalistic attitude to be kept. Wilkin et al. argued that journalist tends to be dependent too much on online instead of investing more time in personal contact to get out valuable stories. (p. 207)

They ask journalists to maintain face-to-face contacts as well as clicking on-line for gathering news. There is concern that news content may assume populism if the media pursues flattering public opinions too much. Journalistic integrity will help to keep balance between populism and news value.

\(^{13}\) Trolling—the practice of posting deliberately obnoxious or disruptive messages to discussion groups or other online forums simply to get a reaction from the participants
Interactivity and cultural convergence

The notion of interactivity is intertwined with cultural convergence. Many scholars looked upon interactivity as a part of cultural convergence. For instance, John V. Pavlik and Shawn McIntosh defined cultural convergence as “the shift from a largely passive and silent audience that consumes media produced by large-scale media companies to an audience with nearly equal ability to produce and distribute its own content.” Henry Jenkins also stipulates cultural convergence as “a shift in the logic by which culture operates, emphasizing the flow of content across media channels” (p.323).

Likewise, interactivity and cultural convergence develops with reciprocal effects on each other. Interactivity can be understood in the context of cultural convergence. Meanwhile, saying that we are living in an era of convergence culture, Henry Jenkins explained cultural convergence in detail:

The audience, referred to as consumers or ‘grassroots media’, has surfaced as a protagonist who affects and shapes convergence culture. The audience networks with one another and participates actively in communal society with the help of the technological development called the Internet”.

The convergence is a preemptive element to go through misty future of media industry, as Janet Kolodzy, a journalism scholar, proclaimed emphatically:

Convergence is one answer to the question of where journalism should be headed in the 21st century. It is a response to the convergence of lifestyle, business, and technological trends that are forcing a change in the relationship between the people who make the news-journalist-and the people who use it-the public. (p.38)
With time, audiences have learned how to effectively share information and knowledge, and at last, reach to build collective intelligence\textsuperscript{14}. On the basis of collective intelligence, the audience has had significant impact on old media, which neglected the existence and power of the audience before. They were forced to recognize the reality of changed audience and began to interplay with them.

On the process of interplaying between old media and the new audience that obtained more power, “cultural convergence” that helps people to develop their diversity and freedom, has been brought about. Mark Briggs regarded it as participatory journalism\textsuperscript{15}, that has developed radically and has become a widespread phenomenon. Journalism is wide open for ordinary readers, viewers and users.

Moreover, hierarchy and patriarchy structure, occasionally shown in traditional media, has functioned as a barrier against the flow of diverse and open opinion one to another. They might be eliminated by interactivity and participation of public community in making news contents.

As some see this interactivity as a division of cultural convergence, the convergence is a key element to go through the misty future of the media industry. Janet Kolodzy, a journalism scholar, proclaimed emphatically that:

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\textsuperscript{14} French cyberthorist, Pierre Levy’s term to refer to the ability of virtual communities to leverage the knowledge and expertise of their members, often through large-scale collaboration and deliberation. Levy sees collective intelligence as a new form of power that operates alongside the power of nomadic migrations, the nation-state, and commodity capitalism.

\textsuperscript{15} According to Henry Jenkins, a thing that people who does not belong to news corporations and governmental organizations participates in providing any kinds of news content at any platforms.
The attitude of media users no longer remains just as passive receivers and then helps to create the time of audience’s participation in a convergence era.

**Audience's participation**

Interactivity is increasing audience participation in making media content. Because of the numerous types of audience participation, new language is created in the media world constantly. For example, the Blog, being regarded as a representative method of audience participation in the 21st Century, sounds outdated compared with viral\(^\text{16}\), mashup\(^\text{17}\), moblog\(^\text{18}\), crowd sourcing\(^\text{19}\) and so forth, even if it is still evolving with lots of derivatives.

There are a number of examples referenced by scholars as audience participation. Everlasting development of technology leads users who remained passive receivers to provide user-generated contents including video, audio, story, and text willingly.

The skills for handling the computer and Internet for generating individual content are easily acquired only if the will to learn is there. Their productions, often rated better than professional ones, have gone beyond their own scope occasionally to be in parallel with media gurus.

\(^\text{16}\) A viral video is one that becomes popular through the process of Internet sharing, typically through video sharing websites and email. Viral videos often contain humorous content and include televised comedy sketches (Wikipedia).

\(^\text{17}\) In web development, a mashup is a web page or application that uses or combines data or functionality from two or many more external sources to create a new service (Wikipedia).

\(^\text{18}\) Blogging from a mobile device (contraction of mobile blog)

\(^\text{19}\) The Internet allows enthusiastic communities to come together and provide the value for a given web site. Crowdsourcing focuses that community that community power on a specific project and demonstrates how a group of committed individuals can outperform a small group of experienced professionals (p.70)
Jeffrey S. Willkins said, “The diffusion of digital technology enables private individuals and consumers to create professional-looking content that was formerly the domain of media professionals” (p.53).

When users gathered on the web, it results in forming a network connecting one another. They shape their own community, with no barriers to access regardless of nationality, race, gender, class, and religion. Once started, these communities have an effect on societies far and wide. Their influence reaches not only news but also most of the entertainment area, such as movies, games, cartoons, and books.

Henry Jenkins states:

Collective intelligence refers to this ability of virtual communities to leverage the combined expertise of their members. What we cannot know or do on our own, we may now be able to do collectively. And this organization of audiences into what Levy calls knowledge communities allows them to exert a greater power in their negotiations with media producers. (p.27)

In the meantime, a large scale of virtual network community, where users share information or shape public opinion, emerged in Facebook, Twitter and MySpace. Ultimately, the traditional media, that neglected them purposely at first, began to turn around and acknowledge their existence. They receive news sources offered by the grassroots media, namely blogs or community sites. Those tools, like crowdsourcing\(^\text{20}\), open sourcing \(^\text{21}\) and micro blogging\(^\text{22}\), are closely connected to create diversity, according to Mark Birggs:

\(^{20}\) A new term coined by Jeff Howe in 2006. It refers to people that join together with news organizations that investigate, gather, and analyze news sources for publishing.

\(^{21}\) Applying this concept to journalism means using transparency in reporting in order to provide a benefit to audience and possibly acquire benefits from audience.

\(^{22}\) A service to allow users to publish brief text messages, usually no more than 140 characters, with links to other web sites, photos or videos.
That’s why blogs and Twitter are helpful for news organizations. Neither will replace traditional journalism, and that’s not the objective. These new digital tools bring journalist closer to readers and readers closer to journalism by removing barriers to conversation. (p. 77)

As Brigg says, more and more people come to recognize that so-called grassroots media are not a replacement but a complement for traditional media. In other words, both sides collaborate, affecting or stimulating each other, so that they develop themselves to overcome each other’s weaknesses.

In practice, many media started to accommodate the audience's opinion in the area of news making. In this context, interactivity between audience and news producers brings about a new media format. This also means forming the power of public opinion, which falls within the area of traditional media, spread out into society evenly.

Axel Bruns (2007) also noted that the more readers and viewers have transformed into browsers, users, and even what can be described as producers of news reports and commentary, the more this power is being wrested away from the mainstream news media. (p.176)

The more participatory audiences become, the broader the participation of audiences into media areas will be generated. Thus, the interactivity and interplay between receiver and sender (producer) may be strengthened too. If this activity by the audience keeps going, audience-oriented interactivity will progress even more, spreading positive effects into society.

*CNN and Rick’s List*
CNN\textsuperscript{23} initiated a new type of journalism at the time when viewers had to wait for long time to watch three major network evening news. CNN’s live coverage and breaking news were so creative and intense that CNN took root more quickly than anticipated. CNN’s 24-hour news cycling every 30 minutes changed the mode of viewers. CNN is also famous for delivering fact-based news rather than promoting publicity and controversy. Ingrid Volkmer, a communication scholar, rated CNN as:

During its first 10 years CNN has invented new modes of journalism. The fact that news and information were available 24 hours a day has brought about a new understanding of journalism in terms of immediacy, breaking news and fact journalism. CNN also invented the role of the anchor, a role that was downplayed at CNN in its early days in order to emphasize the news itself. (p.131)

CNN gained influential power on news from domestic to international in the world. CNN opened an epoch that news happening anywhere could be watched with live feed. CNN has adopted cutting edge methods and experimental attempts first: fixed and portable satellite, videophone and all platform journalism. Finally, CNN news is regarded as affecting decision-making process of government.

CNN seemed to have gained world prominence through new forms of ‘breaking news’ coverage as well as a diversification of ‘news’ as 24/7 channel. CNN was launched in 1980 at a time when news and political information were not considered to be a commercially lucrative program segment. Ted Turner, the founder of CNN, envisioned a twenty-four-hour channel solely devoted to news and information as thematic programs

\textsuperscript{23} CNN, a division of Turner Broadcasting System, Inc., a Time Warner Company, is one of the world’s most respected and trusted sources for news and information.
aired in thirty-minute cycles, such as economic news, sport and entertainment. However, CNN’s reputation has been gained through spectacular breaking news coverage. (p.52)

CNN emerged when viewers desired alternative media that could provide fresh and distinct perspective of news content. Its success was attributed not only to their strenuous efforts but also expectations of markets. Circumstances became matured enough to accept all-news cable outlet as Steve Power stated that; “this revolution in TV news did not come about in a vacuum.”

Developments in the public and private sector shattered the traditional TV-news mold.” and “CNN changed the way networks operated and perceived their news mission. CNN has indeed become a public utility like the telephone, electricity, or water.” (p. 59)

Since its inception in 1980, CNN has expanded into radio, wire, and then web in that order. As of 2008, CNN is available in more than 93 million U.S. households. Comparing with 115 million all television households, CNN is watched in 90 percent of overall television households in the United States24. CNN is available to more than 2 billion people in more than 200 countries with its 22 branded networks and services including CNN International channel; an international version of CNN domestic and website.

CNN, struggling to recover its number one place in all-news outlet market, has adopted interactivity to create diverse and compelling news content for the purpose of attracting more viewers. CNN’s board of directors emphasized the importance of this effort successively.

Jim Walton (2009), CNN worldwide president, said, “CNN would keep doing convergence to present consumers compelling contents”. Before him, Nancy Lane, the senior

24 Nielsen rate, 2008
vice president for CNN stated, “We are harnessing technology that enables us to be anywhere and be alive from anywhere. And it completely changes how we can report.”

*Rick’s List* evolved as a part of this effort. At first, Rick Sanchez anchored a one-hour segment of CNN News Room using social network, Twitter. Since Jan, 18th, 2010, his program was extended to a two-hour program with its own title. Wikipedia explained that:

As with Sanchez's previous broadcast, *Rick’s List* focuses on using social networking including Twitter to create a "national conversation" about the news. Sanchez will also run a continuing feature called "The List U Don’t Want 2 Be On," in which he criticizes others’ actions and comments.

Several news media covered the launching of *Rick’s List*, noting in particular that this program cut an hour into CNN’s one of representative programs, *The Situation Room*. A few of them mentioned its launch as unexpected:

The move is being seen as a decision by CNN to follow the ethos of personality-driven programming, which is against the grain of how the network has worked its schedule in the past. (New on News, 2010, January)

However, Jon Klein, U.S. President of CNN showed his expectation for the pioneering program while being interviewed by *LA times*. The paper said that:

The network’s afternoon lineup is also undergoing some tweaks. Beginning Jan. 18, "The Situation Room" will start an hour later to make room for a new two-hour show dubbed "Rick’s List," anchored by Rick Sanchez, who uses his Twitter feed to shape news segments. “Rick Sanchez brings a lot of passion and an ability to connect with audience
via social networking in a way that no one else has," Klein said. "I wanted to give him more of a footprint." (LA times)

Even though *Rick’s List* was a slow starter\(^\text{25}\), media seem to observe the program attentively. They seem to be hesitant to provide evaluation and responses to the program at the moment. Perhaps they need more time to evaluate this program. On the other hand, they must be careful to judge *Rick’s List* attempt, not only because it aired just several month ago but because interactivity also is the undeniable future of media.

### *YTN and Topic News*

Launched in 1993, YTN is the only 24-hour news channel in Korea. YTN is Korean version of CNN. When YTN was launched, Korean audiences encountered 24-hour broadcasting news coverage for the first time. YTN offered a variety of news content different from the perspective of routine network news. YTN also has been ranked number one cable news network, which has had great effect on decision-making process of government.

YTN followed CNN’s a continuous 24-hour cycle of 30-minute news broadcasts at first. As Kim (2003), stated, YTN achieved eminence quickly as a provider of updating news content and live news on the spots:

At breaking news, such as the collapse of SamPong department building and Sungsu bridge, bringing about the death of hundreds of people, YTN covered them with 24-hour news. Those who craved the news began to pay attention to YTN. YTN was the platform which all viewers wanted to watch news at any time. (Kim, p.32)

\(^{25}\) "*Rick’s List,*" which launched in January, is down -42% in Total Viewers compared to the same time slot in Q1 of 2009, but is besting "*MSNBC Live*" and "*Dylan Ratigan*" on MSNBC in Total Viewers (by TVNEWER).
YTN, struggling to survive during the financial crisis in Korea, was hailed as new media to be first with major stories and stay on the air with them longer than networks. ‘Go live’ as much as possible was a rule for the early years, very likely prompted by the invention of SNG and further satellite technology.

In this regard, Choi, communication scholar mentioned that:

It utilized the increasingly ubiquitous medium of cable television to reach more people with more news than ever previously thought possible. The 24-hour medium lets people receive up to date current events any time of day rather than having to wait for the evening news, as was formerly the case during the reign of network news broadcasts. (p.131)

YTN has adjusted 24-hour news cycle gradually. In specific time zone, YTN placed 2-hour news programs. YTN usually stayed below 1 percent of viewer rate. However, YTN used to penetrate 7-8 percent in case of 9/11 and Sichuan earthquake in China in 2008.

As of 2009, YTN is available in 14 million households in Korea. Compared with 15 million overall television households, 93 percent of them watch YTN. YTN has remained the first place of news channels from the launch until now.

YTN Media Group consists of YTN, YTN DMB, YTN Radio, Digital YTN, Science TV, and YTN International. Founded on the media principles of integrity and credibility, YTN today is recognized as one of the leading media companies in Korea (YTN web-site). YTN is the first news network that allowed audiences to show their opinions message on air in 2008 by way of texting messages.
YTN faced a cultural convergent era just as they opened the new era of 24-hour news. YTN thought of interactivity as a new opportunity to satiate capricious audiences, and began to embrace interactivity skills and conceptions in news making.

*Topic News* was born in this context of embracing interactivity. However, the program was scarcely noted by media and academy. Rather, blogs and online community paid more attention to the program (cafeblog.search.naver.com).

It was presumed that the public’s regard for interactivity was less matured. And the program was less intriguing and organized enough to draw lots of viewer’s interest.

**Summary and conclusion**

Interactivity, a cutting edge idea in media, is an essential element to have for the purpose of reading public opinion more precisely. Audience’s role as well as status is expected to be changed by dint of interactivity toward a multiple and upended position.

Even though CNN and YTN are not prominent front-runners adopting and developing interactivity on news content among whole media, interactivities on which they are making progress have symbolic and practical meanings.

The major news channels of each country attempt to interact with audiences in real time and on air. Moreover, interactivity does not remain at an experimental phase but steps up an applicative phase. And yet, interactivity between the news programs and the viewers is yet to be developed further in the future.

Some see this interactivity as a division of cultural convergence. The convergence is a preemptive element to go through misty future of media industry.
Two leading cable news networks, that opened new journalism—all day news, did not hesitate to open another new journalism-interactivity. They expected that such efforts would help form the public opinion.

However, they give birth to different results. This thesis will expound on reasons of different results in Chapter Four. The following chapter will outline the methods to be used in this study.
Chapter Three: Methods

The media, realizing the significance of interactivity, make effort to develop distinct interactions with audience. They come to know that traditional methods do not gratify ephemeral preferences of readers and segmented audiences any more. They think that vigorous interactions with audience can invigorate news content and facilitate the spread of it.

United States is one of the most exuberant countries that media industry evolves to develop ceaselessly. Print, broadcast and on-line alike, seek for new attempts like interactivity and convergence, regarded as a breakthrough of media, not to lose their audience as well as to survive in the competitive market. They have shown the most advanced types of interactivity that are worthy of being featured by academic purposes. Some pioneering media companies, such as ESPN\textsuperscript{26}, NowPublic\textsuperscript{27} and the SanFrancisco Chronicle\textsuperscript{28}, and so on, materialize an array of new attempts prior to CNN.

However, CNN is the first news network to apply social networking sites to its news making in earnest. CNN has evolved the adoption of cultural convergence to the degree that it increases usage of social networking sites like, personal blog, Twitter and Facebook to draw audience’s participation and to spread its news online all the time.

On the contrary, Korea is one of the most advanced countries whose developed broadband and newly created platform have been used for telecommunication. For instance, terrestrial

\textsuperscript{26} ESPN engaged in interacting sports program in which viewers had interactive services such as SMS voting, polls and surveys, and trivia in 2007.

\textsuperscript{27} NowPublic is a user-generated social news website, beginning in 2005.

\textsuperscript{28} The San Francisco chronicle has been producing dozens of podcasts for years on topics as diverse as the San Francisco 49ers football team, wine and movies.
and satellite DMB, digital multimedia broadcasting, were launched first in the world and IPTV has been spreading fast.

Moreover, one online news media, ohmynews, opened an era of citizen journalism first which professional journalist and ordinary citizen collaborated to produce news content in terms of different perspective from traditional media. (p. 181)

YTN was not the first front-runner for interactivity in 21st century either. However, YTN was first news channel in Korea that attempted to embrace interactivity, which allowed audience to show its opinions to the public on screen. Even so, YTN brought into being a different result from CNN.

Interactivity is varying and evolving unpredictably and continuously. Nonetheless, two representative cases of interactivity in two nations, Korea and United States will be examined to find out suggestions for the future of interactivity.

In terms of remarkably different media circumstances and cultures between America and Korea in interactivity, this study employs an eclectic approach to analyze two different television news programs, the *Rick's List* and the *Topic News*. Grounded on the study of previous scholars, this chapter will expound on the importance of the eclectic approach which combines four research methods and how the combination of content analysis, analogy analysis, cross-cultural criticism and media criticism are used to examine the two television news programs.

*Rick's List* is interacting news program starting on 18th Jan, 2010. *Topic News* was also the first interacting news program aired in Korea from April, 2008 to November, 2009. Both are cable television news programs, which interact with audience and show the bare interaction to the public. Two programs reveal short texts that the audience sent.
This study analyzes these two original television news programs, which are representative, yet distinct icons of the United States and Korea. This study employs a critical analysis.

While criticism can have a host of functions, within this context, it functions as a research method, which provides knowledge of experience and understandings of value of experience. Chesebro and Bertelsen (1996) have stated that criticism is “a practice, but it also constitutes a body of guidelines, techniques, and applied illustrations that can be used to analyze communication technologies as symbolic and cognitive systems” (p. 58).

Criticism can evaluate and assess the effectiveness of communicative acts on the basis of self-reflexive and self-exploration. The ideas criticism presents are accounts of understanding that manifest the potential meanings of an experience that may have gone unknown without the critical analysis. Criticism is understood that “it helps to explain ongoing and pragmatic communicative exchanges in everyday life” (p. 60).

Accordingly, criticism is to describe, to interpret and to evaluate what a critic observes in society and a culture not with collected data but with a critical view, proposing reasons and evidences for their claims that articulate the implications of their assessment clearly.

In this light, it is essential for a critic to have distinctive insight and fare judgment so as to offer new meanings and unique suggestions to the original communicative acts.

The critic of this study is a broadcasting journalist in Korea. He has served at YTN for 16 years since YTN was launched in 1994. Additionally he was born and raised in Korea. He has watched and participated in the process of launching a couple of news programs and evolvement of news production. Serving at 16 years, he has witnessed what interactivity attempted and why the attempt failed to draw outcomes at YTN in person. 16-year experience
endowed him to find out ingrained practices and routines in a news production system and the human relationship in the organization.

During the period of serving a journalist, he was exposed to new media environments like Cable, digital multimedia broadcasting and convergent on-line media. Additionally, he gained profound knowledge and information about a media trend under working for strategy and planning department.

And then He came to America and has lived for one and half years. He has met the culture and circumstances of American media. He could obtain much information about interactivity in United States. With those comprehensive understating of interactivity he knew the differences in interactivity between YTN in Korea and CNN in United States.

The knowledge of interactivity in both nations that the critic of this study possessed provides him a foundation to generate new knowledge. Cook and Brown (1999) have pointed out, “knowledge is a tool of knowing, that knowing is an aspect of our interaction with the social and physical world, and that the interplay of knowledge and knowing can generate new knowledge and new ways of knowing” (p. 381).

Hence, from interacting with American media and knowing the differences between CNN and YTN, this critic can generate “new knowledge” about and “new ways of knowing two distinct interactivities.

Because of the distinctive difference of system and culture between YTN and CNN, an eclectic approach is applied in this study to answer the questions posed in chapter one. The eclectic approach is a powerful research method that can work to maximize insights of several different procedures as content differences warrant. Brock, Scott, and Chesebro have additionally stated that:

When the eclectic critic does use a method, it is an “open-ended” one that does not force
or prescribe a specific and provides the critic with a great deal of creative decision-making. The eclectic approach stresses the critic's ability to assemble and absorb ways of working, subordinating these to the task at hand. (p. 91)

To better understand how content analysis, analog criticism, cross-cultural criticism, and media criticism are employed in this study, each of the four methods is described in detail and a justification of their use is provided throughout the rest of this chapter.

**Content analysis**

Content analysis is an important method of this study. It is used to examine how the two interactive television programs were laid out and operated to fulfill interactivity in each different media and cultural environment. Krippendorff (2004) defined content analysis as:

A research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use. . . . As a research technique, content analysis provides new insights, increases a researcher’s understanding of particular phenomena, or informs practical actions. Content analysis is a scientific tool. (p. 18)

Both of Rick’s list and the Topic News is interacting television news program. Two news shows appeared when changes were asked to meet new expectations of audience under media crisis. Content analysis is employed to analyze the details of these two news television programs and particular phenomena which drove media to embrace a new method to invigorate staggering news programs.

The new method may lead to better understanding of a new flow of mass media and different cultures too. As Hansen, Cottle, Negrine, and Newbold (1998) stated:

The purpose of [content analysis] is to identify and count occurrences of specified characteristics of dimensions of texts, and through this, to be able to say something
about the messages, images, representations of such texts and their wider social significance. (p. 95)

In this study, content analysis is used to examine how the similar type of television news programs were displayed in front of American and Korean different media environments. The knowledge acquired from content analysis will be analyzed in combination with the insights obtained from analog criticism.

**Analogy criticism**

As a method, analog criticism is employed in this study to compare the two television news program, *Rick’s List* and *Topic News*. Rosenfield (1968) stated, “The generic resemblance of the two speeches (both may be classified as mass-media apologia) invites what may be called analog criticism—comparing the speeches in such ways that each addressing serves as reference standard for the other” (p. 435). Using the analog criticism method, this study analyzes one of these two television news programs, *Rick’s list* and *Topic news*, based on the other one. As Rosenfield (1968) has argued, the comparison employed in analog criticism is:

- followed by discussion of similarities in the rhetorical contexts which gave rise to the speeches, by specification of the common elements in the two addresses, by consideration of their divergent features, and by discussion of the critical and theoretical implications of the entire rhetorical analysis. (p. 435-436)

Analog criticism can help to recognize similarities and differences of each television news program. As Rosenfield (1968) stated, “The identification of similar qualities in the two messages suggest to the critic certain constants operating in an otherwise undefined form.” The unique features of each new television show present “as evidence of the mass media’s change in responding to the exigencies of the situation” (p. 435).
The knowledge gained from content analysis and analog criticism helps to lead to better understanding of the two different media environments between United States and Korea including culture and a social convention. This comparison provides a foundation for using two other methods in this chapter: cross-cultural criticism and media criticism.

**Cross cultural criticism**

Korean and America's media industry have developed respective media environments on the basis of each distinct culture. Each culture has had great effects on fostering each unique media environments. Culture refers to a specific pattern of living, behavior and value that generations agreed on. Underscoring the importance of culture in communication, Chesebro (2008) stipulated culture as “imposed to create or replicate a sense of coherence and system, culture is an integrated pattern of symbol-using—reflecting and constructing a system of values, behaviors, technologies, and social institutions—transmitted from one generation to the next.” Understanding other's exceptional culture helps to comprehend media phenomenon, which are different from our own ones.

In this context, cultural-cultural criticism employed in this study will be helpful to explain the differences of two similar news programs with other research methods. Because cross-cultural criticism is a comparison of cultural ingredients such as the symbol-using concepts, values and behaviors of two or more national-state cultural systems which ultimately seek to reflect and analyze the cultural identity of the two or more cultures.

In different cultures, people may use same symbols, meaning verbal and non-verbal language, to express different message, or they use different symbols to convey similar meanings. How people use symbols can reflect the characteristics of their cultures. (Ding p. 46)
This study applied value dimensions that have been used for distinguishing world cultures by many scholars. For example, Chesebro (2004) compiled “thirteen core value dimensions.” These dimensions included the analysis of variables such as: good, evil, or neutral, and changeable or unchangeable are the basic nature of the human being; controllable or controlling indicates the opinion of a culture for the relationship between people and fate; emphasizing people or “nature” is another value dimension; doing or being shows the “purpose in life” of a culture; short-term or long-term orientation reveals the attitude towards time of a culture; individualism or collectivism decides the societal roles of members in cultures; high context or low context discloses the different methods of message expression; power distance presents “the degree to which people accept unequal distribution of power”; masculinity and femininity are used to describe a culture which is tough or tender; members of universal cultures and particularistic cultures have different judgment of adapting to specific circumstances; in contrast to specific cultures, everything is related to everything else in diffuse cultures; ascription or performance dimension determines which form and content is more important; and, uncertainty avoidance dimension measures the tolerance for ambiguity and unfamiliar situation in a culture (See Appendix for the details of these “thirteen core value dimensions”).

This study employs two of these value dimensions to compare the cultures guiding the two interactive television news programs, Rick’s List and Topic News. Short-term and long-term orientation and high uncertainty avoidance and low uncertainty avoidance are used to reveal the differences between American media culture and Korea media culture in the next chapter.

By comparing the core value dimensions of different cultures, a better understanding of how people decide and respond to interactivity of news program can be obtained in this study.
Media criticism

Media criticism is a useful method to analyze media system and technology. In this study, it will function as interpreting, describing and evaluating interactivity in two news specific programs of YTN and CNN. In particular, predicating on media criticism, this critic will explain the reasons of results from distinct interactivity.

As Scodari and Thrope stated “legitimate media criticism involves the intellectual, subjective analysis and/or evaluation of media artifacts, policies, technologies, and/or institutions by “disinterested” persons who do not stand to personally profit as a consequence of their specific criticism”, this study will examine cultural convergence-interactivity as a communication technology and system in two different news networks with comparison of two specific programs.

Media criticism will be an apt approach for understanding different results of respective interactivity. It will enhance understanding of cognition, behavior and motivation of interactivity to enhance the quality of human symbol using. Regarding this, Chesebro mentioned that:

We will use the concept media criticism to refer to the corpus of thought and analyses that critics have generated regarding communication technologies during the last 50 years. Within an admittedly pragmatic framework in which the analysis of communication technologies may be conducted for the first time, we think it is useful to isolate some of the specific purposes and objectives that have emerged when communication technologies are described, interpreted, and evaluated. (p. 70)

Media criticism will be useful method to do research on various objectives. Chesebro and Bertelsen introduced six objectives of media criticism in 1996:
1. Media criticism can reveal the subtle and unnoticed complex stimuli embedded in media experiences.

2. Media criticism can reveal how media systems affect human cognition.

3. Media criticism can reveal the effects of media systems, particularly their effects on individuals and society.

4. Media criticism can alter the communication process by introducing quality control components into the media communication system.

5. Media criticism can create counterarguments to the messages generated by media technologies.

6. Media criticism can generate individual, rather than social class, reactions to media experiences, energizing the media user in an attempt to shift him or her from an inactive to an active role. (p. 70-74)

These objectives of media criticism are related to help people to obtain “a fuller and richer understanding of a particular work as it exists within the context of human endeavor” (Andrews, 1983, p. 4, Ding p. 42). And they can contribute to theories of communication and explain ongoing communication transactions. (Chesebro & Bertelsen 1996, p. 58)

In this context, media criticism in this study will examine a state and evolvement of interactivity as cultural convergence in two interactive news programs. By dint of media criticism, this critic explains how two programs interact with audiences and what results came out from interactive news programs.

Regarding this, Chesebro said that “it is assumed that a media critic can focus on either how media systems and human beings interact (a process orientation) or the outcomes and consequences generated as a result of media”(p. 72). Also, media criticism helps to show what might otherwise go unanswered.
In addition, it will be employed not only to explain the journalistic customs, media and knowledge environment derived from interactivity, but also the changed attitude of media users who switched active from inactive. Likewise, media criticism can be a powerful research method to expound on comparison of interactivity in two different programs.

**Summary and Conclusion**

This study employs an eclectic approach to answer the question posed in the chapter one: What are the reasons causing the different results of these two similar television news programs? This approach allows for the use of a combination of four research methods to analyze the two interactive television news programs, *Rick’s list* and *Topic news*, from very different media environment.

These four research methods are: content analysis; analog criticism; cross-cultural criticism; and, media criticism. Content analysis is used to examine how the two television news programs were laid out in front of the audience in the different media backgrounds. Analog criticism can help to recognize similarities and differences of the television news programs. Cross-cultural criticism and media criticism are engaged to explore the reasons that two interactive television news programs should inevitably beget different results in *Rick’s List* and *Topic news*. 
Chapter Four: Findings

This chapter analyzes *Topic News* that aired from, April 2008 to, November 2009 for one year and eight months and *Rick’s List* that started, January 2010. Based on an eclectic approach that links four research methods, the primary purposes of this chapter are ultimately to analyze how different their respective interactivity in two shows. And this chapter explains why the differences were begot.

Towards this end, basing upon a content and analog analysis, common denominators between these two programs of the same genre; an interactive news program, are searched.

However, as the two programs are observed, it also becomes clear that these two possess some extraordinary differences. Differences seem to stem from the unique culture, distinctive media circumstances, and inherent characteristics of media practice in each country.

Accordingly, employing a cross-cultural perspective, this study formally examines the differences between American and Korean cultures by virtue of the two core cultural dimensions. Ultimately, inherent media circumstances and properties that cause different outcomes are highlighted with a media analysis.

**Content Analysis**

*Rick’s List* is a representative news program that takes advantage of interactivity and strengthens interaction with audiences. The show airs weekdays from 3 to 5 pm (East time). The show makes use of social networking sites such as Twitter, Facebook and MySpace etc, for interactivity. It also adopted Chyron font to convey viewer's texting messages in real time.
Before this show was expanded to two-hour program with its own title on January 18th 2010 first, it had already used social networking sites and Chyron font since September 2008 as one-hour segment of CNN Newsroom. It was Rick’s List that used social networking sites and Chyron font for the first time among Television News programs in United States. At the beginning, the show used MySpace, Facebook, Twitter and anchor’s blog. However, it became to focus on using Twitter predominantly.

Rick’s List touches a selected couple of controversial news of the day. Several specialists and related personas show up and discuss arguable topics with the anchor or each other. Viewers also express their opinions to the issues with texting or tweets on Twitter. Rick Sanchez, the anchor, gives feedbacks to viewer’s participation through on air or online.

As with Rick’s List’s previous broadcast, Rick’s List offers a conversation space to the specific news topic on Twitter in order to create national conversations. The anchor occasionally picks up and introduces a couple of audience’s opinions and additional queries to news topic or to what interviewees talk. For instance:

One man whose user name was Gady_Mayen wrote an opinion to the topic of ‘drilling ban lifted for exploring oil in the coast of America’. Gady_Mayen said “President drilling for oil? What ever happened to green jobs?” (March 31, 2010)29.

Rick Sanchez introduced and used it to hold a talk with Roland Martin, CNN political analyst. The show sometimes introduces comments and explanations from governmental officers and celebrities who use Twitter to viewers too. As expanding feedbacks from viewers, the show intends to contain more various public opinions. The director of Rick’s List, Jim

29 http://www.youtube.com/watch?v=dBjtWG4Xj-A
Proeller said 146 responses to one specific topic were received on Jul 27, 2010. CNN did not disclose other data. But the director added that the number has increased gradually.

The other outstanding interactivity on Twitter occurs in bond of an anchor and viewers. The anchor tries to obtain as many a follower as he can. A follower is someone who subscribes to receive the blog's updates. They are allegiant to the news show. They used to play a role of spreading news content. As of August 17, 2010, the show’s anchor, Rick Sanchez obtains 138,531 followers on Twitter. Rick Sanchez always communicates with them, giving and taking opinions and information. Rick Sanchez and his news team said they would refer to follower’s opinions in selecting news item- the List.

Likewise, by way of inducing more audience's participation online, *Rick's List* expects its news content to spread widely and broadly.

CNN explained:

The name of Rick’ List came right after Twitter launched a new feature called “lists”.

When we asked Twitter executive Chloe Sladden to define this new feature, she told us, “Lists are the simplest way to curate tweets around a topic, event or interest. Since they are so easy to create, and so flexible, they are great first step to finding interesting conversations and people on Twitter. (Rick Sanchez’s blog)

Another distinctive interactivity that *Rick's List* shows is texting. Short messages from viewers are shown at the bottom of screen whose title is 'TALK TO RICK'. Viewers send not only topic-related messages but also personally opinionated messages like political and individual preferences regardless of topics.
Table 4.6
Examples of messages from viewers on Chyron of Rick’s List

<table>
<thead>
<tr>
<th>USER NAME</th>
<th>TOPIC</th>
<th>TEXT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Momvswild</td>
<td>Fixing Wall Street</td>
<td>“during the 08 election, the Clinton camp warned of dirty Chicago politics. In terms of HCR votes, that tactic came in handy” (2010-03-17)</td>
</tr>
<tr>
<td>Poncedebeyond</td>
<td>Fixing Wall Street</td>
<td>“change is never easy unless you’re open minded. Last time I checked, we live every differently now than in the year 1961”</td>
</tr>
<tr>
<td>Downtownpatti</td>
<td>Texas school controversy</td>
<td>“that load up the bill with pork we in middle America do not care we want the bill passed we want insurance reform PERIOD” (2010-04-20)</td>
</tr>
<tr>
<td>Freespirit22</td>
<td>Texas school controversy</td>
<td>“broadcast journalism is better when it leaves its political feelings out of reporting, not fair, it is bias” (2010-04-20)</td>
</tr>
</tbody>
</table>

Even pejorative words are shown:

Ruggedcwby (user name) said that “the wife says this country is the land of speech and women go to radical DOGS who treat woman like dogs” (Arp 20, 2010).

At the beginning, the number of texting message on Chyron was around 150 per one hour. After several months later, the number doubled. The number reached to the highest, 327 on December 31th, 2009.
Table 4.7
The Number of texting message on Chyron over October 2008 and April 2010

<table>
<thead>
<tr>
<th>Date</th>
<th>Texting message/ one hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 24, 2008</td>
<td>156</td>
</tr>
<tr>
<td>Mar 5, 2009</td>
<td>195</td>
</tr>
<tr>
<td>Oct 16, 2009</td>
<td>240</td>
</tr>
<tr>
<td>Dec 31, 2009</td>
<td>337</td>
</tr>
<tr>
<td>Feb 22, 2010</td>
<td>325</td>
</tr>
<tr>
<td>Apr 20, 2010</td>
<td>300</td>
</tr>
</tbody>
</table>

The number of words in one message used to be over twenty. A number of words were not restricted. Usually, it took just more than 10 seconds for each message on Chyron to pass by.

The show intended to display other viewer’s diverse opinions to specific issues to viewers. The show conveyed most texting messages as original as received without changing them on real-time.

However, at the end of April, 2010 *Rick’s List* had to stop texting messages that continued for nineteen months. Because extremely pejorative and derogative texts that attacked Israel and Israeli people flooded enough to paralyze a texting system. CNN decided to suspend the interactivity of texting until it can find out solutions to prevent texting from being contaminated by political attacks.

Even if pioneering interactivities are attempted during more than two years, they seem not to be highlighted. Those interactivities are turned out not to enhance rating as much as
CNN expected. Instead, the show looks that it loses a number of viewers, comparing with last same period.

Table 4.8
Rick’s List and CNN Viewership\textsuperscript{30} over The Last Half of 2009 and First Half of 2010

<table>
<thead>
<tr>
<th></th>
<th>Rick’s List</th>
<th>CNN total average</th>
</tr>
</thead>
<tbody>
<tr>
<td>September, 6, 2008\textsuperscript{31}</td>
<td>602,000</td>
<td>844,000</td>
</tr>
<tr>
<td>2009 Q3</td>
<td>634,000</td>
<td>609,000</td>
</tr>
<tr>
<td>2010 Q1</td>
<td>596,000</td>
<td>507,000</td>
</tr>
<tr>
<td>August, 12, 2010</td>
<td>541,000</td>
<td>366,000</td>
</tr>
</tbody>
</table>

Nonetheless, it isn’t thought that those interactivities have had negative effects on viewership. It is because that CNN’s overall rating has decreased much more at the same period. The interactivities of Rick’s List are judged to slow CNN’s rating decrease. And yet, in spite of CNN’s decrease, Rick’s List won over competing news programs like MSNBC Live\textsuperscript{32}.

\textsuperscript{30} This viewership is researched by AG Nielsen.

\textsuperscript{31} Rick’s List began as one-hour segment of Newsroom.

\textsuperscript{32} CNN’s Rick’s List topped MSNBC Live at 3p among total viewers (596k vs. 306k) and adults 25-54 (132k vs. 72k) and Dylan Radigan at 4p among total viewers (624k vs. 322k) and adults 25-54 (128k vs. 76k)/AG Nielsen.
Topic News of YTN was the first news show that attempted interactivity in Korea. It was launched on April, 2008 and ended November, 2009. It aired weekday from 6:30 pm to 7 pm. Topic News conveyed some headline news at the beginning and a couple of interesting tidbits happening across the world were introduced at the end. Between headline news and tidbits, the most controversial issue of the day, which was selected by the producer of Topic News was dealt with. The anchor introduced the issue of the day, accompanied related stories and occasionally read viewer’s opinions received by texting.

The meantime, hundreds of texting messages were scrolled at the bottom of the TV screen. The texting messages were aired almost in real time. This segment lasted around 20 minutes, mainly depending on interactivity with viewers. The number of texting was up to

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33 This viewership is researched by AG Nielsen.

34 Converting text messages into captions takes a few seconds technically (Yunjung Oh).
what issue was suggested. The disparity tended to be considerable. A couple of issues attracted more than three thousand messages. However, a few of issues drew only few hundreds. For example, one issue that whether a brutal criminal’s face must be exposed or not, recorded over three thousand texting messages. On the other hand, another issue; ‘what do you think of political debate about budget?’ recorded less than 200 messages. It looked that the closer topic to politics, the fewer texting messages.

Producer, Yunjung Oh explained:

After texting messages peaked on Feb 2009, texting messages started to decrease.

Since March 2009, lots of political issues have been selected. That might be related to the decrease. I think viewers don’t like heavy topic.

**Table 4.9**
The number of texting of texting message on Chyron over 2008 and 2010

<table>
<thead>
<tr>
<th>Month</th>
<th>Number</th>
<th>Month</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008/ Apr</td>
<td>229</td>
<td>2009/Feb</td>
<td>1049</td>
</tr>
<tr>
<td>May</td>
<td>655</td>
<td>Mar</td>
<td>725</td>
</tr>
<tr>
<td>Jun</td>
<td>933</td>
<td>Apr</td>
<td>526</td>
</tr>
<tr>
<td>July</td>
<td>682</td>
<td>May</td>
<td>592</td>
</tr>
<tr>
<td>August</td>
<td>681</td>
<td>Jun</td>
<td>607</td>
</tr>
<tr>
<td>September</td>
<td>560</td>
<td>July</td>
<td>829</td>
</tr>
<tr>
<td>October</td>
<td>656</td>
<td>August</td>
<td>809</td>
</tr>
<tr>
<td>November</td>
<td>678</td>
<td>September</td>
<td>619</td>
</tr>
<tr>
<td>December</td>
<td>599</td>
<td>October</td>
<td>563</td>
</tr>
<tr>
<td>2009/Jan</td>
<td>1006</td>
<td>November</td>
<td>497</td>
</tr>
</tbody>
</table>
Topic News was less helpful in enhancing YTN’s average viewer rate. Its rate turned out to be lower than YTN average. However, the gap between the two rates narrowed abruptly.

Table 4.10
Topic News and YTN Viewership over the Last Half of 2008 and Last half of 2009

<table>
<thead>
<tr>
<th></th>
<th>Topic News</th>
<th>YTN average</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008 Q2</td>
<td>0.51%</td>
<td>0.73%</td>
<td>0.22%p</td>
</tr>
<tr>
<td>2008 Q4</td>
<td>0.36%</td>
<td>0.55%</td>
<td>0.19%p</td>
</tr>
<tr>
<td>2009 Q2</td>
<td>0.46%</td>
<td>0.69%</td>
<td>0.13%p</td>
</tr>
<tr>
<td>2009 Nov</td>
<td>0.44%</td>
<td>0.48%</td>
<td>0.04%p</td>
</tr>
</tbody>
</table>

Graph 4.5
Topic News and YTN Viewership over the Last Half of 2008 and Last half of 2009

Analogy Criticism

This study also employs analog criticism to examine these two television news shows, Rick’s List and Topic News. This method allows the critic to analyze one of the two television
shows based on the other one. Using analog criticism, the similarities and differences between these two shows can be analyzed in detail. Each of these similarities and differences provides preliminary evidence for identifying the media circumstances and cultural influences shaping each of the shows.

**Similarity**

Both *Rick’s List* and *Topic News* launched, standing for adopting full-scale interactivity with audience in real time. They seek after expanding diversity of public opinion. They opened their media for viewers who were eager to express their thought and opinions publicly. Both two news shows received texting messages and then had them scroll on screen. *Rick’s List* and *Topic News* didn’t sift through texting messages as strict as they did gate keeping in news story in order to foment interactivity.

However, two shows screened extremely derogative and abusive messages. Interactivity was taken advantage of for almost overall time of the shows. Each anchor used to react to prominent messages by way of announcing or relaying them to interviewees.

YTN and CNN are the most authoritative 24-hour news network in America and Korea. Both news networks attempted and adopted interactivity with viewers in each country for the first time. Thanks to pioneering attempts, both news shows obtained successful outcomes. Even though both shows didn’t draw remarkable increase in viewership, they made gradual progresses in viewership. *Rick’s List* outnumbered average viewership of CNN and *Topic News* that fell behind average viewership of YTN reduced the gap considerably at the end. Two experimental news shows seem to take root as a new genre. Finally, Rick’ List moved to prime time on Jun, 2010, even though the move seems to be temporal. And *Topic News* aired in YTN
DMB (digital multimedia broadcasting) at the same time with YTN would rank first in DMB rating\textsuperscript{35}.

One media outlet in Korea reported:

*Topic News* created very inventive hybrid style news format, which combines texting with TV news. The show is attracting lots of responses and popularity. It shows viewer’s opinions as well as takes poll to the specific issues (No cut news, Jun 1, 2008).

**Differences and potential reasons**

However, there are some striking differences between *Rick’s List* and *Topic News* although they are similar interactive news shows. Circumstances surrounding media industry as well as distinctive cultures influence on the differences. Inherent Korean culture, which is different from American culture, has great effects on thought and choice of Journalists about interactivity.

Korea and America have developed respective distinctive media on the basis of different economic scale and historical background. Korean mass media started to develop just after Korean War in 1953, which falls behind American media. In America, the number of audience and the coverage of media are much more and even bigger than in Korea. These things led *Rick’s List* and *Topic news* to have many different properties. In particular, they have distinct results. *Rick’s List* is still on air with popularity. On the other hand, *Topic News* ended after twenty months.

Considering these aspects, three differences exist between these two news shows.

\textsuperscript{35} Topic news recorded 0.78\% by TNS Korea on June, 2008 in the DMB rating.
Firstly, *Topic News* depended only on texting messages for interactivity with viewers. On the other hand, *Rick’s List* used not only texting messages but also social networking sites. Although *Topic News* could add additional interacting methods like social networking and personal blog, it remained using only one tool—texting. There have been a couple of social networking sites that started to boom in Korea. However, *Topic News* didn’t attempt to connect them to interactivity. With this reason, *Topic News’s* interactivity had to remain in an early stage of interactivity.

Interactivity of texting also had to be limited in it. Anchors occasionally gave comments on few texting messages. But, the most interactivity occurred in a one-time basis because of limitation of airtime and space. Viewers could only send messages to the specific topic. Viewers couldn’t respond to anchor’s reaction and participate in selecting the news topics. The texting message and Chyron font didn’t develop into more interactivity between the show and the audience.

On the contrary, *Rick’s List’s* interactivity proceeds with two ways. One is texting and the other is social networking. While texting messages sent by viewers were shown on Chyron, viewers could keep touch with *Rick’s List* through social networking sites such as Twitter, Facebook and MySpace at the same time. Viewers were able to give additional comments and questions by way of webs. *Rick’s List* and its audience make progress of interactivity by dint of Internet networking.

One blogger[^36] responded:

“Rick started using Twitter last Friday, I believe, and by the weekend, his use of Twitter spread like wildfire across the net. As a means of amplifying what Rick was covering, he started following people like me so that we would follow him. Hey, why

not follow people who have the inside story on news. I cover news reporting and journalism on this blog. I want to see what he's reporting on. I'm an amplifier for Rick and CNN” (2008).

_Rick's List_ has shown more advanced interactivity than _Topic News_ in that its interactivity could keep occurring after and even before the airtime. Also, usage of both texting and social networking seemed to bring synergy effect on interactivity between the news show and the viewers. The viewership of Rick's List represented the synergy effect.

Second, the airtime of _Rick's List_ is much longer than _Topic News_, which means more amount of interactivity can be achieved. _Rick's List_ airs from 3pm to 5pm for two hours. It touches a number of news topics on which more interactivities are materialized. The longer interactivity may lead to much deeper and wider relationship each other. A query about news stories and a request for additional news gathering used to be offered. The anchor makes use of interactivity on web for the sake of explaining asides and backgrounds of stories. And he used to notice coming news content as well. On the other hand, _Topic News_ aired for 30 minutes, which means that its interactivity had to have a limitation of time. _Topic News_ touched only one topic per a day. Interactivity in texting had a limitation to be developed into progressed conversations too.

Finally, _Rick's List_ and _Topic News_ produce different results. The apparent dissimilarity of the two shows is that _Rick's List_, gaining gradual popularity, is still on air during 24 months, while _Topic News_ disappeared in YTN after twenty months.

_Since Rick's List_ began as one segment of Newsroom on September 2008, it has developed steadily. After sixteen months, the show was expanded to two-hour show with its own name. And then it started to air in prime time from Jun, 2010.
However, *Topic News* resulted in shutdown abruptly on November 2009. Whereas CNN has advanced the first interactive news show successfully, YTN failed to develop its first interactive news show.

Following analyses explain why the different results came about from the perspective of culture and a media practitioner.

**Cross cultural criticism**

Beyond the differences that exist between these two shows in terms of interactivity of news media, these two news program are also aptly conceived as representative example of the cultures from which they have emerged. In this context, two core cultural dimensions are employed here to examine *Topic news* and *Rick’s List*. These two core cultural dimensions are long-term and short-term orientations, and high uncertainty avoidance and low uncertainty avoidance. They provide a useful and insightful way of comparing and contrasting these two broadcasting news programs.

**Long-term and short-term orientation**

It is said that western culture tends to be short-term orientation, whereas Asian culture is likely to be long-term orientation. Ting-Toomey referred to those characteristics as following (p74):

> The primary characteristics of long-term orientation include perseverence, ordering relationships by status, being thrift centered, having a sense of shame, and emphasizing collective face-saving. On the contrary, short-term orientation values the past and present resulting in respect for tradition, fulfilling social obligations, and protecting
one’s ‘face’. Efforts should produce quick results. It is important to maintain personal stability and happiness in the present.

In this context, real-time interactivity on air falls within short-term orientation. Real-time discussion and contradiction are more valued in short-term orientation. Rather, Korean culture, long-term orientation, may not fit into interactivity, which focuses on instantaneous communication. Long-term orientation is inclined to pursue purposes of future and collective, sacrificing present and individual purpose and communication for the purposes. YTN regarded some messages from viewers as trivial and complaints that could be obstacles to gather sound public opinions on specific issues (Oh, 2010). This conclusion was one of reasons that YTN stopped Topic News abruptly.

However, the interactivity of Rick’s List has been extended from one hour to two hours, given its own title, ‘Rick’s List’. Real-time interactivity fits well with American culture. Since interactivity with viewers was employed in 2005, the launching of interacting programs like Rick’s List and Nancy Grace has been increased. Outstandingly, CNN proclaimed that it would strengthen the use of social networks. These movements prove interactivity with live feed to be more suitable in short-term orientation rather than long-term.

**High uncertainty avoidance and Low uncertainty avoidance**

This cultural dimension can be applied to explain the reason that makes different result between Rick’s List and Topic News as well. A society that shows low uncertainty avoidance is not reluctant to challenge new attempts and take experiments. The members of low uncertainty avoidance society tend to be filled with pioneering spirit. They are less afraid of failure and setback. Rather, members who are in high uncertainty avoidance society tend to be afraid of failure and ambiguity.
As Chesebro explained (2004):

Low uncertainty avoidance is associated with a preference for unstructured environments, more tolerant of experimentation and deviant ideas, while members of high uncertainty avoidance cultures prefer structured situations, conformity to formal rules and established norms, tend to have higher levels of anxiety, often manifested in greater emotional expression and aggressiveness; and, they find it difficult to relax.

Referring to these definitions, Korean culture seems to fall within high uncertainty avoidance dimension. The members often appear to hesitate to new trials and experimental challenges. Hofstede stipulated Korean Society\(^\text{37}\) as high uncertainty avoidance culture as well.

Hofstede explained (2009):

The ultimate goal of this population is to control everything in order to eliminate or avoid the unexpected. As a result of this high uncertainty avoidance characteristic, the society does not readily accept change and is very risk adverse.

To the contrary, He regards American society as low uncertainty avoidance culture. Historically and traditionally, American culture has been considered as pioneering and challenging one since Americans started to explore American continent.

Consequently, YTN showed high uncertainty avoidance when it decided to shut down Topic News. Rather than developing interactivity, YTN gave up the experiment that might lead to create a new genre. YTN was too passive to establish the new genre. YTN was reluctant to promote the show. YTN was uncertain how much the new genre would bring influence on public opinion. And it might worry about losing control over the content that Topic New produced.

\(^{37}\)http://www.clearlycultural.com/geert-hofstede-cultural-dimensions/uncertainty-avoidance-index/
On the other hand, CNN showed low uncertainty avoidance while it has advanced Rick’s List just as American culture is referred to as low uncertainty avoidance. CNN didn’t hesitate to adopt new method to maximize news content. Moreover, CNN proclaimed that it would strengthen practical uses of social networking sites down the road. CNN is less afraid of failure.

**Media criticism**

**Chain out / Chain in**

This critic assesses the effectiveness of communicative act on interactivities between Topic News and Rick’s List. Rhetorical criticism helps to interpret the function of oral communication in society. The assessment is efficient when the conception, ‘chaining out’, is applied to. Bormann (1972) referred to ‘chaining out’ as moving from an individual and from a group into; larger groups hearing a public speech (p. 398). Chesebro developed the theory into being more advanced to analyze media (1996).

He added that:

As Bormann has demonstrated, the ideas contained within a single speech can “chain out” from the immediate audience to an ever-increasing number of audiences and “into the mass media and, in turn spread out across larger publics”. In this way, the ideas of the single speaker can catch up larger groups of people in symbolic reality”. Thus, the social consequences of a communicative act are appropriate grounds for the critic’s assessment (p. 65).

From the perspective of these arguments, Topic News failed to chain out its content. Messages from viewers and feedbacks by anchors were not stored but disappeared at a
moment’s notice. Those communications passed very quickly. Message scrolling in the narrow space of bottom on television screen was exposed for just few seconds. Anchors could give only few feedbacks to the messages owing to restricted airtime.

Under this circumstance, chaining out in Topic News was so limited that the messages and feedbacks had difficulty in being spread into larger groups. And yet, considering that its average viewer rate stayed below 1% nationally, Topic News’s degree of interactivity with viewers had limitation to spread out messages into overall society too.

However, Rick’s List’s interactivity is different from Topic News’s in a couple of aspects. Firstly, messages from viewers are kept after being exposed in the air, because those are not only from mobile text but also, from social networking sites.

Second, Rick’s List’s interactivity is chaining out. The messages from the viewers are spread far and wide by way of social-networks such as Facebook, Twitter and MySpace. Interplayed contents between Rick and viewers would be conveyed through those networks.

News media evaluated Rick’s List as new media of future:

As for the Twittering, it’s an odd hybrid of personal opinion, Sanchez’s diary, and news feed. And while it may be disheartening to think that we’re becoming used to getting our news from a medium which could be embodied by Tweetie the cartoon bird, several producers I spoke to said twittering was the wave of the future — that Sanchez is part of CNN's effort to make news more interactive (The daily caller38, Mar, 2010).

The CNN idea is to fill the afternoon with more fluff and general interest news, the kind of stuff Rick Sanchez is better suited to handle. He can talk about lists for hours, taking

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38 http://dailycaller.com/2010/03/31/rick-sanchez-the-anti-anderson-cooper/2/
calls, reading Tweets and vamping. The man enjoys the sound of his own voice (TVSQUAD\textsuperscript{39}, Dec, 2009).

*Rick's List* aims to flesh out and spread out its news content through interactivity far and wide for chaining out. The chaining-out is fulfilled in *Rick's List*. The chaining-out in *Rick's List* helps to serve effective communication in that communications are preserved and conveyed exponentially by the participatory audiences.

*Gate keeping / Gate watching*

Shutdown of *Topic News* resulted in closure of interacting program with audience. YTN did not have a tool to interplay with viewers on air any more. It means that YTN as a mediating channel does not allow itself to stay the position-gate watching. It means that YTN returned to the typical position of old media-gate keeping.

Most traditional media in Korea want to remain their status as gate keeping rather than gate watching. YTN is not exceptional. Even though YTN experimented on the status of gate watching for almost 2 years, it rejected to extend rooms for gate watching.

For long time, covering more valuable news rather than trivial things, mass media played an important role as gatekeeper who sifted through news content due to restriction of rooms. On this process, mass media was blamed for exerting excessive power, sometimes selecting news to their interests or neglecting certain topic for political and economical reasons. Audiences began to respond to this delinquency of mass media negatively. They wanted to voice their perspectives and outlooks on social issues. Blogs and social network sites became tools for them to participate in shaping public opinions.

Janet Kolodzy, a journalism scholar, contended “Bloggers are challenging the traditional media’s role as gatekeepers of news and information” (p.32). Instead, new tendency by audiences was generated-gate watching.

Axel Bruns explained it as:

The initial reports are fleshed out, examined, critiqued, debunked, put into context, and linked with other news, events and background information not by professional journalist but by citizens who are interested in getting involved in the process. (p. 177-178)

He added that “as a result, news turns from a relatively static product to be consumed by audiences into a dynamic, evolving, expanding resource that is actively co-developed by the users of citizen journalism sites, participating in a process of produsage”.

Ultimately, traditional media tended to employ the new conception-gate watching, not to fall behind in competition. To this end, they have enforced interactivities with audiences through as many a channel as they can provide. According to Henry Jenkins, interactivity refers to the ways that new technologies have been designed to be more responsive to consumer feedback. (p. 137)

The new technology in news program served to enlarge the audience’s participation in shaping public opinions. It was said that traditional media came to share right of gate keeping

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40 Citizen journalism is described more appropriately as a form of journalism where citizens themselves, rather than (or at the very least in addition to) paid journalists claiming to represent the public interest, are directly engaged in covering, debating, and deliberating on the news.

41 Production + Usage
with viewers and readers, even if perfunctory. However, YTN went backward instead of going forward for gate watching by interactivity.

During almost two years of airtime, the editorial meeting consisted of chief and section editors raised negative opinions about the audience’s text messages incessantly. They thought some of the messages were inappropriate to be broadcast. Those were regarded as being indecent, biased and irrelevant by the members of editorial meeting.

In the meanwhile, the interactivity program went beyond early expectation to the extent that more than 3,000 messages were accepted during half hour-air time of Topic News (Topic News PD, Oh). However, the editorial meeting and the management paid more attention to negative aspects than positive aspects like exposure of diverse opinions and live feedback.

Finally, YTN decided to cease the first and only interactivity program for the reason that gate keeping on user-generated messages was necessarily needed (Topic News Anchor, Kim). Seemingly, the reason to stop the show was to screen inappropriate texts, but as far as I am concerned, senior editors did not want to share the right of selecting news content.

Korean journalists in traditional media have been inclined to conceive their role of gate keeping as being sacred and inviolable. This notion used to function as an affirmative aspect while they conducted their job with sense of responsibility and fairness. With the help of developing technology, whoever wants to get involved in the process of news making can do journalism.

Journalists should collaborate with them to spring diverse ideas and thoughts into society. Journalists do not have right to prohibit their desire to take part in making news content. Nevertheless, YTN denied the request of viewers to interact with YTN. Instead, YTN retreated to the position that put weight on gate keeping rather than gate watching.
On the contrary, Rick's List turns to gate watching in earnest. Rick’s List is committed to the new role as gate watching. Audiences interplay with the anchor, Rick Sanchez, and add contexts or repurpose stories and then spread them into networking sites. At least, Rick’s List embraces the change to be asked to open the door of gate keeping.

Gate watching falls within the scope of cultural convergence. Cultural convergence is defined as the shift from a largely passive and silent audience that consumes media produced by large-scale media companies to an audience with nearly equal ability to produce and distribute its own content. (p. 10)

Henry Jenkins explained it in detail that:

Convergence does not depend on any specific delivery mechanism. Rather, convergence represents a paradigm shift-a move from medium-specific content toward content that flows across multiple media channels, toward multiple ways of accessing media content, and toward ever more complex relations between top-down corporate media and bottom-up participatory culture.(p. 254)

In this regard, the shutdown of Topic News is interpreted that YTN keeps away from ‘new journalism’ called cultural convergence that is evolving to keep up with the times. Contrarily, Rick’s List of CNN foments cultural convergence to be able to contain assorted opinions from various audiences. Communication by way of interactivity between media and audience in YTN was retarded, whereas CNN is making more progress on communication with audiences through interactivity.

**Competitive / less competitive**

Status in the market and ownership are critical elements that affect company’s innovation and challenge. YTN has benefited from an exclusive status as the only cable news
network in the market since cable television launched in 1994. There have been a couple of competitors which focus on business news rather than general news. However, they could not give threats to the exclusive status of YTN.

Even though there have been leading networks, they couldn't give serious threats either. They have scarcely offered news programs in the daytime insofar as breaking news has not happened. In the long run, viewers who wanted to news program in daytime had no choice but to watch YTN.

Regarding ownership, YTN is state-owned company in reality. YTN is co-owned by three major state-owned companies such as KEPCO\textsuperscript{42}, KT&G\textsuperscript{43} and KRA\textsuperscript{44}. State-owned company is usually considered to be less aggressive in adopting new systems than private-owned company. YTN has also been passive to attempt new challenges in broadcasting even though it gave fresh impacts to the viewers with 30 minute cycling news like CNN's style.

Except these facts that YTN remained longer on issues in the live than other broadcasting and viewers could watch news without waiting by nighttime, YTN didn't provide impressive effects to the viewers. And then YTN became to fall into doldrums.

YTN, a state-owned and monopoly company, has not had motivations to innovate and improve its news programs in order to survive in the market. This disposition hindered employment of innovative attempts like full-fledged interactivity. In case of \textit{Topic News}, even if viewer's responses were exuberant, the editorial meeting neglected its positive aspect and then shut down the creative program.

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\textsuperscript{42} Korea electric power company

\textsuperscript{43} Korea tomorrow and global (tobacco and ginseng company)

\textsuperscript{44} Korea racing authority
However, circumstances surrounding CNN have been more competitive than ones surrounding YTN. CNN is facing the toughest time that a couple of competitors outstrip CNN in rating. It is long time that CNN lost the first place in the race of cable news market. It is natural that CNN makes more various efforts to keep pace with formidable rivals such as Fox News and MSNBC than YTN does.

According to Wikipedia, the network has competed more than 70 television networks have launched with 24-hour news coverage since CNN's debut (Wikipedia. 2009). Under ferocious competition, CNN has had to create innovative news programs. In order to create competitive programs, CNN must not have been active to adopt new attempts.

Both Judy Woodruff's inside Politics, featuring a round-up of blogs in 2005, made first use of interactivity and Rick Sanchez's News Room, interplaying with social networking sites in 2008, proved CNN’s eagerness toward the innovative trials. Besides, CNN was the first news network that started new system of 'all platform journalist' in 2008. CNN has tried new attempts to enhance news efficiency consistently and ceaselessly under private management.

Likewise, market environments and ownership are closely related to how much organizations exert to challenge innovation and creativity. The critic argues that CNN, exposed in more ferocious competition and owned by private capital, has shown more passion in embodying new systems than YTN owned by public management and in loose competition.

**Summary and conclusion**

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45 Journalist who can shoot, write and edit your own stories and feed them back to station by laptop, microwave or Satellite truck and do live field reports.
A fuller and deeper understanding of first interactive news shows can be obtained with the analysis combining four research methods. Content analysis used, examined how each show interacted with viewers and what outcome was brought about. Using analogy criticism, similarities and differences between Rick's List and Topic News were studied. By cross-cultural criticism and media criticism, some reasons that made differences between the two shows were analyzed.

In particular, understanding of cultural differences between Korea and America by the analysis of two core cultural dimensions can be obtained. Understanding that different cultures have something to do with the different results can be acquired too. At last, from the perspective of media employee, different media realities between CNN and YTN were examined. Although Rick's List and Topic News have some similarities, distinct differences have been found in this study as well.

The most authoritative and oldest news networks in each country, America and Korea, CNN and YTN began the first interactive news shows at similar time. CNN’s Rick’s List and YTN’s Topic News did interactivity with audiences in real-time. Viewer’s texting messages to specific topics were on screen and anchors responded to them. The first interactive news shows gained steady popularity even under the decreasing rating period of CNN and YTN.

While Rick’s List has advanced, Topic News stopped after twenty months. This study analyzed why the different results and dissimilarities have been generated in terms of culture, inveterate media custom and business circumstances. Korean culture is close to long-term orientation and high uncertainty avoidance. With these reasons, interactivity on news show failed to run long.
An ingrained practice of gate keeping, a failure of chaining out and uncompetitive business circumstance are parts of obstacles to deter the success of interactive news show in Korea.

However, American culture of challenging spirit and short-term orientation lead to Rick’s List’s progress. Competitive business environment, efforts for chaining out and the concept of gate watching are also affirmative ingredients for the show’s progress.

These findings demonstrate that the significance of culture and inherent media characteristics are important factors to the different results of the similar news shows. The next chapter is a discussion of the limitations of this study. Suggestion for future study will also be provided.
Chapter Five: Major Conclusions and Limitations

This study has examined two interactive news shows, Rick’s List and Topic News. In this chapter, several conclusions about this comparison were identified, but the chapter focuses predominantly on the limitations involved in such a comparison.

Rick’s List and Topic News are similar. However, they have very different destinies. Rick’s List, which has aired for two years, is still broadcasting, while Topic News stopped after twenty months.

In the circumstance where traditional media are suffering difficulty in attracting an audience, CNN and YTN adopted a timely relief to break through a slump. It was interactivity. Interactivity, a cutting edge idea in media, is an essential element to have to be acquired for the purpose of reading public opinions more precisely and diversifying news content. It is hailed because of possibility to meet audience’s increasing desire to participate in shaping public opinions. Indeed, Interactivity on news content fosters audience’s participation as well as diverse content in media.

Rick’s List and Topic News interacted with viewers on air through texting and social networking sites. While Rick’s List approached interactivity in two ways; both texting and social networking, Topic News relied on only texting messages.

The different outcome of these two shows raises the question posed in chapter one: What are the reasons causing the different impacts of these two similar news programs? By using an eclectic approach and combining four research methods, this study has examined the similarities and dissimilarities that existed in two news shows and causes that brought about the differences in terms of media and cross cultural analysis.
The four research methods this study has employed are: content analysis; analog criticism; cross-cultural criticism; and media analysis. Although Rick’s List and Topic News have some similarities, distinct differences are found in this study. Disparate media circumstances and distinct cultures are major factors leading to different results.

We would necessarily expect that Rick’s List and Topic News share some characteristics. They employed interactivity with audiences first in Television news show in each country at the similar time. And they contributed to enhance the participation of viewers in shaping public opinions. Additionally, they succeeded in gaining viewer’s concern steadily.

Nonetheless, the differences between two shows appear apparent. Rick’s List materialized more advanced interactivity than Topic News. Rick’s List is still advancing with expanding potential. Besides, two-way interactivity; using texting and social networking sites, brought about more synergy and positive effects in regard to rating and advancement.

Finally, whereas Interactivity of Rick’s List is gaining momentum to progress, Topic News faced an unexpected end.

Under a less competitive business environment and state-owned ownership, YTN didn’t have motivations enough to foster incessant invention and creativity. Using only texting didn’t lead to chain out its content either. Decisively, YTN’s journalistic practice chose to return to the role of gate keeping, instead of gate watching. Those characteristics are obstacles to bear fruitful interactivity.

On top of that, in terms of core cultural dimensions, long term orientation and high uncertainty avoidance that are parallel with Korean culture played significant role to cause Topic News’s shut-down.

On the other hand, short-term orientation and low uncertainty avoidance were acted as conformable factors to progress the interacting program of CNN. The strategy using texting as well as networking sites gave a contribution to chain out its content as well. Tremendously
competitive business environment stimulated CNN to continue innovation in order to survive in the fiercely competitive market too.

This study assessed the effectiveness of communication by interactivities in terms of cultural and mediatic angles. It required the researcher to have a rich experience in culture and media of two counties. Obviously, there are many unavoidable limitations in this study. This chapter will discuss these limitations. Some suggestions for future studies will be also put forward.

**Limitations**

One of the limitations of this study is that it was impossible to obtain all the data that were needed to analyze the two programs. With confidentiality of information as the main reason, CNN was reluctant to offer specific data that the critic searched for, such as the numbers of texting messages and responses on Twitter. Later, CNN explained that they did not record the numbers officially, either. Therefore, the critic had to depend on Internet searching. Fortunately, plenty of video clips of *Rick’s List* were found on YouTube. Multiple clips with a length of more than five minutes were selected randomly. The number of texting messages in each video clip was counted and then estimated on an hourly basis. Considering that it takes about 10-15 seconds for each scrawl to pass by on the screen and the scrawls appear in regular interval, the numbers estimated are not anticipated to deviate significantly from the actual values. Responses on Twitter during one-day period are used in this study to analyze and explain the tendency. Therefore, only limited assessment can be made for the development of texting messages and social networking.

Second, this critic employed media criticism to give a more instrumental analysis. Regarding this, Chesebro explained (1996):
Media criticism can reveal the subtle and unnoticed complex stimuli embedded in media experiences. In other words, media criticism can help us “see more” than we would from a casual viewing. (p.70)

However, in examining *Rick’s List*, this critic depended on watching it and Internet searching. If the critic had had a chance to observe all production process of *Rick’s List* at place, the critic could have provided more realistic and sharper analyses.

Third, other variables such as quality of setting stage, anchor’s competency and getting-out story, could affect viewership as well as rating. This study didn’t reflect other variables in analyzing the change of viewership in two news shows. The change of viewership might have been affected by other variables rather than interactivity. However, those variables were not considered in this analysis.

Fourth, the quality of two news shows is far different. While more than 30 staffers produce *Rick’s List*, *Topic News* was produced by only a handful of staffers. Fancier setting stage and more various angles of studio cameras are equipped in *Rick’s List* than in *Topic News*. Nonetheless, this study compared *Topic News* with *Rick’s List* without reflecting these discrepancies.

Fifth, a small sample of news organizations was employed in this study to make generalization about news. In the future,

A) it is necessary to monitor or record any increase of number of news organization that incorporate or add an interactive units to their news organization.

B) we need to examine determinants, if trends exist among news organizations to incorporate or add one of these interactive units.
C) if these interactive units are given or created within the news organizations, it should be examined how does it influences news presentation, news quality or selecting news topics and so on.

Sixth, even if this study employed cross cultural analysis, it would less likely to sense cultural differences and inherent culture of each country effortlessly. It is not only because presentations of news shows looked similar but also they lacked of ostensive cultural factors. Culture is predicated on mixed but obviously sensible conceptions. Chesbro (2008) also viewed culture as being an integrated pattern of symbol-using—reflecting and constructing a system of values, behaviors, technologies, and social institutions—transmitted from one generation to the next.” Nonetheless, cultural factors in this study can be found under meticulous observation.

Seventh, one limitation is that the format used to identify news is changing for some people but not all people. Some people say news is only the vocal of presentation of specific story. However other people are now saying there are more tools of news item than just vocal presentation. These people believe that the interactivity among people reacting to the news presentation is part of news items.

Finally, only one researcher conducted this study. The researcher was born and grew up in Korea and has lived in the United States for merely one year and two months. His comprehension of American media and culture is restricted even though he has received many precious suggestions from professors.

**Suggestions for Future Study**

Even if few of ideas are offered for further study in previous part, this part propounds a couple of detailed suggestions for future study. Interactivity in TV news programs is stepping
further from an early stage. How well and practical the interactivity gave impacts on viewers should be examined in a future study in order to obtain a more full understanding and evaluation of early interactivity. Toward this end, more seasons of Rick’s list should be observed to understand how well the interactivity takes roots as well.

Besides, whether interactivity between media and audiences can be an ultimate relief to turn around struggling TV news to a revival should be examined prior to others. Obviously, the eventual purpose of interactivity is to enhance the quality of communication.

What styles of interactivity in TV news show are more efficient and effective can be examined to get rid of ambiguity to deter exuberance of interactivity.

From the perspective of cultural convergence, how further two cultural subject of media; audience and producer, develop their correlation through interactivity should be watched. If more cases of interactivity in each country occur, understanding of two nation’s distinctive culture and distinct media circumstances may be enlarged as well.

In the meantime, TV and Internet tend to be combined closer and closer. Interactivity is still going on progress. During the mobile phones were booming, texting was mainly used for interactivity like YTN used it. When social networking sites appeared on a front stage, they were regarded as the best suitable tool for interactivity. Meanwhile, interactivity can be more dynamically performed on cutting edge media platforms, like IPTV and DMB.

As Puijk said:

With the arrival of Internet and digital interactivity media organizations are much more prone to gather feedback from their audiences. Of course letters and telephones were used before, but digital communication enables direct interaction with members of the audience. This has become a regular and organized feature. (p.37)
Ultimately, this assertion suggests the path of future study for interactivity. Interactivity in respective news programs as well as interactivity in distinct media platforms should be studied together so that wider understanding of overall interactivity can be obtained. And also, further cultural study will be helpful to comprehend projected interactivity in each country.

**Summary and Conclusion**

*Rick’s List* and *Topic News* were similar interacting news shows. They both were first news shows standing for interactivity in full scale in each country. They adopted a similar method for interactivity. In spite of those similarities, they also have some distinct differences due to their different media environment and cultural backgrounds.

This study employed an eclectic approach including a combination of four research methods, content analysis, analog criticism, cross-cultural criticism, and media criticism. Some similarities and differences were found through these analyses. This study also explored the mediatic and cultural factors, which led these two shows to contrary results.

Because of the difficulty in acquiring specific statistics of *Rick’s List* and lack of profound understandings of the critic about culture and media, some limitations exist in this study. Future studies may involve and analyze the effect of interactivity and responses of viewers.


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Thesis (master). Ball state university, Indiana.
### Appendix A

Thirteen core value dimensions used to distinguish world cultures

<table>
<thead>
<tr>
<th>Value Dimension</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basic Nature of the Human Being — Good, Evil, Neutral and/or Changeable or Unchangeable</strong></td>
<td>Do members of a culture believe that people are fundamentally trustworthy until they are proven otherwise? Christianity teaches that people are born with the stigma of original sin and thus are condemned unless saved (i.e., changed). In contrast, Shinto makes little distinction between deities and people. To the extent that one is culturally disposed toward one of these positions can affect one’s inclination to trust or distrust others, with obvious implications for one’s preferred leadership style and how one prefers to negotiate business. Whether one believes that people are changeable can affect how one attempts to motivate them and the importance one places on training.</td>
</tr>
<tr>
<td><strong>People and Fate — Controllable or Controlling</strong></td>
<td>Can people shape their surroundings and events, or must they submit to nature’s whims? Will history unfold as it will and chance drive results, or can people make a difference? People will be more optimistic, inventive, and aggressive to the extent they believe they can improve their situations as a result of their own actions and ideas, and they will be more interested in developing plans, goals, and budgets and behaving proactively. If not, they will tend toward passiveness and submissiveness, and they will be more inclined to accept whatever fate life deals them.</td>
</tr>
<tr>
<td><strong>People — Nature</strong></td>
<td>This value dimension suggests that world cultures can be distinguished by the degree to which they emphasize people or “nature” (the “environment” and/or the “supernatural”) as causal, an active force, or with the power to determine or control processes and outcomes. Additionally, this dimension has also focused on the kind of relationship that exists between people and nature/environment/supernatural. This relationship could be characterized by the label control (in various ways), harmony, subordination (in various ways), and/or conflict (of different kinds and types).</td>
</tr>
</tbody>
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Note: This table was prepared by J. W. Chesebro on February 10, 2004 in Ball State University, Indiana, USA.
| **Purpose in Life — Doing or Being** | In a “being” culture, members of a culture that believe the current act one is engaged in doing should be the focus of one’s attention. In a “doing” culture, members of a culture focus on the future and current actions are perceived and judged in terms of their utility in achieving subsequent ends. If one values work in and by itself and takes pleasure in a job well done, there is little need to discipline, supervise, or motivate that person. All that is necessary is to teach the person how to perform the task and clarify expectations. The motivational challenge clearly is more difficult in “being” cultures. 

**Time — Precious or Abundant; Past, Present, or Future; and, Short-Long Term Orientations** | In some cultures, time passage is enjoyed, while in others time is precious, people are punctual, make every moment count, and are task rather than people oriented. All cultures values the past, but some emphasize tradition ways of doing things, prize existing structures, decisions are incremental, and the future is an extension of the past. Some cultures are more flexible, adaptive, and live for the moment, value short-term rather than long-term gratifications and developments. Future-oriented societies are highly competitive, growing people, building assets, improving skills, with immediate profits sacrificed for long-term. Some have used the distinction between short- and long-term orientations to distinguish Western and Eastern cultures. 

**Societal Role — Individualistic or Collectivist** | In an individualistic culture, members prefer to work alone, maximize their individual wealth and well-being, view life as a highly competitive or zero-sum game, avoid dependence on others, and have their performances measured as individuals rather than as teammates. In a collectivist culture, members see relationships as win-win possibilities and their own potential maximized in cooperation with and contributions to group success. They feel more loyalty to group interests than to personal interests and consider it natural to share with group members. In individualistic cultures, individual sacrifice for the group is unusual. In such cultures, managers worry about the “free rider” problem (a member who does not pull his or her own weight) and how to get people to work together in teams. In collectivist cultures, self-sacrifice is the norm, and “free riders” are rare. |
| **High or Low Context** | Low context cultures employ complete, straightforward, and direct communication. The entire message is contained in words; it is precise and accurate in use of language, and pride is taken in saying exactly what is meant. In high context cultures, much of the message is indirect, subtle, and incomplete; words are complemented by and perhaps even modified by facial expression, tone, and posture. In a high context culture, the receiver understands the message even though some of it is left unsaid or contradicted by the spoken words. In a high context culture, the ability to decode and understand is a result of common bonds and common experience. The more homogenous a culture, the more commonality of experience and values, and the easier it becomes to communicate in a high context culture. |
| **Power Distance — Directional or Consultation** | Power distance represents the degree to which people accept unequal distribution of power. In a large-power-distance culture, people feel dependent on those in authority and expect direction from them. Those in authority exercise power in an autocratic or paternalistic manner. Subordinates avoid crossing the large power distance; they are less willing to challenge or even approach their bosses, because those in authority are assumed to be there because they have a right to it or because of superior expertise. Managers seeking the advice of subordinates in a large power culture are viewed as weak or inept. One researcher found a correlation between large power distance culture and larger populations, which could be associated with a need for some form of centralized government to maintain order. |
| **Masculinity/Femininity — Tough or Tender** | A masculine culture is tough, exhibiting aggressiveness, decisiveness, and competitiveness, and it places greater value on achievement outside of the home, power, grandeur, and well-defined gender roles. A feminine culture is tender, exhibiting modesty, reticence, caring for others, and concern for a favorable environment, and it places greater value on nurturing, harmony, and interchangeable gender roles, settle conflict by negotiation and compromise, and is relationship oriented. Masculinity has long been the dominant way of doing business, but relatively recent recognition of the value of cooperation, teamwork, and sustained relationships focuses attention on the feminine |
side of business and organizations. There are relatively few feminine cultures, and they are concentrated in Scandinavia and parts of Latin America. A lack of resources in Scandinavia forced males into trading and fishing industries and left women to take on more administrative responsibilities outside of the home. Additionally, trading required that men cultivate interpersonal skills. In Latin America, original Indian cultures appeared to have had stronger artistic, peaceful, and agrarian foundations (e.g., Inca and Maya). More warlike cultures in Latin America can be traced back to original Indian groups such as the more urbanized and militaristic Aztecs.

<table>
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<tr>
<th>The Universal/The Particular — Absolute or Situational Ethics</th>
<th>Particularistic cultures more strongly emphasize the importance of adapting to specific circumstances, with existing relationships as more enduring than situations or contracts. For universalists, particularistic culture members cannot be trusted because they give benefits to their friends. The universalist view is strongest in Protestant cultures, the Anglo, Scandinavian, and Germanic countries.</th>
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<td>Life as Holistic or Segmented — Specific and Diffuse</td>
<td>In diffuse cultures, everything is related to everything else. So, business is part of all social interactions and therefore affected by friendships, families, politics, and even sports. General principles and intention are more important than details. Accordingly, managers will take an interest in the personal life of their subordinates. Managers in specific cultures give more precise instructions, are more concerned about reaching goals, and continuous improvement.</td>
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<td>Status as Ascription or Performance</td>
<td>Status by ascription occurs by virtue of some characteristic of a person’s state of being (title, position, age, family, school ties, social connections, and so forth). Alternatively, status by performance emphasizes what people have done, the results they have produced. In ascription cultures, adherence to role requirements may be more important than actual results—unfavorable results are attributed to external and uncontrollable causes. Form is important in ascription cultures, while content is central in performance cultures.</td>
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<td>Uncertainty Avoidance — Structured or Unstructured</td>
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<td>Uncertainty avoidance is a measure of tolerance for ambiguity and the unfamiliar. Low uncertainty avoidance is associated with a preference for unstructured environments, more tolerant of experimentation and deviant ideas, while members of high uncertainty avoidance cultures prefer structured situations, conformity to formal rules and established norms, tend to have higher levels of anxiety, often manifested in greater emotional expression and aggressiveness; and, they find it difficult to relax. In a high uncertainty avoidance workplace, roles must be specified, rules and procedures detailed and enforced, instructions precise, relationships clear, and conflict avoided. Novel situations will cause great stress and can paralyze this organization. Bureaucracies have their roots in high uncertainty avoidance. Security is a strong motivator relative to achievement or self-fulfillment. A steady paycheck is preferable to performance-based compensation. Countries with the longest ties to centralized authority (e.g., the laws of the Roman Empire versus the value of wisdom in ancient China) are more likely to be high uncertainty avoidance cultures.</td>
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New Nuclear Power Plants on U.S. Soil?; Mideast Murder Mystery

Aired February 16, 2010 - 16:00 ET

(BEGIN VIDEOTAPE)

RICK SANCHEZ, CNN ANCHOR (voice-over): Here's what is making THE LIST today: The president signs off on two new nuclear power plants.

BARACK OBAMA, PRESIDENT OF THE UNITED STATES: Investing in nuclear energy remains a necessary step.

SANCHEZ: Why have we not built one in a generation? Will it solve our energy needs? Who is against this? Who is for it? You will hear both.

UNIDENTIFIED MALE: He was bringing to Gaza weapon, ammunition.

SANCHEZ: Members of a hit squad coordinate their arrivals at a hotel to kill this man. There are new details behind this surveillance video.

Dudley Do-Right could not have done this any better. He saves a life. Does he end up losing his in the process?

The lists you need to know about. Who's "Today's Most Intriguing Person"? Who's on "The List You Don't Want To Be On"? You will find out as our national conversation on Twitter, on the air continues.

(END VIDEOTAPE)

SANCHEZ: Welcome back, everybody. I'm Rick Sanchez.

Making THE LIST at the top of this hour: nuclear power. It will be the very first nuclear power plant in this country in an entire generation, in 30 years.

Risking a fight with liberals in his own party, the president of the United States did something that will anger some and delight others. He announced $8 billion in federal loan guarantees to build two reactors at a plant in the state of Georgia.

Let me show you a map. The plan is near Waynesboro, Georgia. See it right there? Once the Southern company gets the license -- and that could come as early as next year -- two new reactors will be built right there in that little orange dot.

Now, here's the president at a jobs training center today. He explains how this is going to create 3,000 construction jobs and hundreds of permanent jobs. Acknowledging the controversy over the idea, Mr. Obama said that the U.S. simply can't meet growing energy needs and cut pollution without building nuclear power plants.

(BEGIN VIDEO CLIP)

BARACK OBAMA, PRESIDENT OF THE UNITED STATES: Even when we have differences, we cannot allow those differences to prevent us from making progress. On an issue that effects our economy, our security, and the future of our planet, we can't keep on being mired in the same, old stale debates between the left and the right and between environmentalists and entrepreneurs.
SANCHEZ: And there's more. Listen to this.

The feds are now looking at 22 -- 22 applications for more reactors over the next 20 years.

Oscar Harper, he's all for it, because his company, Georgia Power, is going to build the two reactors in Georgia. He is joining us by phone.

Stephen Smith, he's against it. He's with the Southern Alliance for Clean Energy, and he is joining us from Knoxville.

My thanks to both of you for being with us.

Mr. Smith, let me begin with you.
If not this, then what?

(CROSSTALK)

STEPHEN SMITH, EXECUTIVE DIRECTOR, SOUTHERN ALLIANCE FOR CLEAN ENERGY: Well, there's plenty of opportunities for clean, safe energy. The president has been making some very good investments in energy efficiency, renewable energy. These are the clean, renewable jobs that we need in this country. And --

(CROSSTALK)

SANCHEZ: I'm not talking about jobs, sir.

(CROSSTALK)

SANCHEZ: I'm not talking about jobs. I'm talking about, how do you make the energy, you know, something that is significant, that's not going to pollute the atmosphere and that is going to give Americans the energy we need. We're running out of everything else.

SMITH: Well, we're not running out of energy right now.

What we have got to focus on is using the energy we have more efficiently. That's energy efficiency.

And, then, solar, wind, bioenergy, these are all technologies that we can go actually forth now, get jobs, and generate the energy this country needs.

SANCHEZ: So you say don't do any more nuclear plants, period?

SMITH: Well, here's the thing. We have 100 nuclear power plants in this country. They were very costly to build. Right now, they're forecasting that they're going to cost tens of billions additional dollars. That's why these companies are at the federal trough asking for more loan guarantees, because there's so they're extraordinarily expensive to build.

SANCHEZ: But one final question.

SMITH: There's a smarter way to use tax --

SANCHEZ: But -- but what --

SMITH: -- smarter way to use taxpayers' money.

SANCHEZ: I don't mean to interrupt. I'm sorry, but I just want to kind of cut to the chase on this. They are efficient, though, aren't they? They are efficient.

SMITH: No, no, they're -- they're extraordinarily expensive. For the dollars spent, we could do a lot more and get more out of our money with efficiency first, and then clean, safe, renewable energy now.

SANCHEZ: With what? Tell me what type of energy you propose we use in this country? What, wind energy?

SMITH: OK. Bio -- biomass in Georgia would be a huge opportunity. Wind power is the fastest-growing electric source in the world right now, and solar is just coming on.

SANCHEZ: OK.

SMITH: These are all sources that we could do right now.

But the biggest one is energy efficiency. That's where we can squeeze more work out of each kilowatt hours and really save consumers money, without putting --
SMITH: -- taxpayers' money at risk.

SANCHEZ: All right. All right. We have gone through it, and I appreciate that. And we will come back to you in just a little bit.
SMITH: Sure.

SANCHEZ: Let me give Mr. Harper a chance to -- to get in here as well.
Mr. Harper, you heard the arguments that he made, that we just shouldn't do nuclear. There's other ways to do this.
Do you agree?
OSCAR HARPER, VICE PRESIDENT, GEORGIA POWER: Well, I agree with part of what Mr. Smith has said. I do believe that we need more biomass and renewable generation in this country and we need more efficiency.

And where that's cost-effective, we're investing that -- in that today in the state of Georgia. In fact, we're evaluating the potential to convert Plant Mitchell, which is an old coal-fired facility, to biomass. If we move forward with that, it would be about 100 megawatts and one of the largest in the United States.

But I also agree with the president. I don't believe that there's enough cost-effective energy efficiency and renewable potential alone to meet the energy demands that we have in front of us in the United States.

And I think that, if we're going to be serious about meeting some of the challenges that we face in this country, we have to have more energy efficiency, we have to have more renewables, but nuclear has to play a role, given the scale of this challenge.

SANCHEZ: Well, let me ask you a very serious question, because now I'm going to tell you what I'm concerned about, as an American. And I think most Americans should be.

As wonderful as nuclear seems to be on its face, in that it doesn't put out carbon pollution, as most others -- in fact, it's -- it's -- it's predicted that it will cut, if I recall correctly, 16 million tons of carbon pollution, compared to a coal-burning plant, for example. I think that's accepted as fact.

What I worry about is the waste. What do you do with the waste from a nuclear power plant?

HARPER: Well, and we kind of have a multipronged approach here.

First, and what we will do with the waste until we have a national solution, is that we will store that safely, effectively, and we can do that indefinitely on site. And we have the capability to do that, and we have been doing that for many years.

Now, we do believe that a national solution or a national repository makes more sense, so we are going to continue to work with Washington and try to find a long-term solution.

SANCHEZ: Yes, but we don't have that. I mean, let's not -- let's not mislead our viewers here. There is no national repository right now, right? The one that they were going to do in Nevada, that fell through. The president said, that's -- what, Yucca Mountain, right?
HARPER: That's exactly right.

And we're going to do is, we're going to continue to store that safely and effectively on site, which we can do. However, we do think -- and I believe the president said as well -- we need to look -- as a policy issue, we need to look at how we want to handle that waste long term.

I believe we will continue to look at things such as new technologies, reprocessing. I think there are a lot of opportunities from a technological standpoint to make advances to help with that.

But I agree. From an energy policy standpoint, we need to find a long-term unified solution, because I think it will be more efficient than what we're utilizing today.

SANCHEZ: Yes. And most people believe that.

But let's go back to Mr. Smith.

Are you concerned? And what can you -- educate us, if you would, on your concerns about the byproduct, the waste from a nuclear plant.

And let me remind the viewers they're looking at not just one, but 23 new nuclear plants perhaps over the next 20 years. That's a lot of waste.

SMITH: Well, it's a lot of waste. And you have got to go back to what you said. Exactly right, Rick. We haven't found a solution for the 100 nuclear power plants that are operating now that are just storing and this is -- waste is building up on site, with no solution.

So, the waste is a big issue. These things use a lot of water. There are proliferation concerns, because we can't export this technology to the developing world to solve global warming, because we don't want these countries building this -- these materials and using the waste and the -- for weapons.

So, these are all very real concerns with this technology. That's why I question why the president would want to put taxpayers' money at risk around this technology. Let's let the other technologies catch up to nuclear. We have got -- 20 percent of our power comes from nuclear power now. Why not use clean renewable energy --

(CROSSTALK)

SANCHEZ: All right.

(CROSSTALK)

HARPER: -- 20 percent, and really focus on efficiency?

SANCHEZ: Mr. Smith, my thanks to you for coming on and sharing some of your wisdom on this.

And, Mr. Harper, same to you. My thanks to both of you.

HARPER: Thank you very much.

SANCHEZ: All right.
SMITH: Thank you. Thanks.

SANCHEZ: We're also going to be following this story for you throughout this newscast.

Shortly after those guys walked into a Dubai hotel -- See them right there? -- all right -- a man was killed inside the hotel. Are these secret Israeli agents? Did they assassinate a member of a militant wing of Hamas? Is that what was really going on there? This is a -- you -- I mean, you talk about a spy thriller. What a story.

And, again, for those of you who are now joining us, it's 10 minutes after the hour of 4:00. You're on CNN. This is THE LIST with Rick Sanchez.

This has been the story that has caught our attention today. And we're still on it. What you're looking at there is a picture that's coming in from Mount Saint Helens crater. A man has fallen inside that crater, and, as a result, has not been able to communicate with some of his rescue officials.

There's a Navy helicopter looking for him. Now, those are live pictures.

Take them full, Rog, if you can. Go ahead and take that shot full. All right, these are live pictures coming in right now from a helicopter. They are desperately looking for this man that fell into that crater -- 1,500 feet is what they say he fell, but they haven't been able to spot him yet, at least not when we last checked with our correspondent on the scene.

Stay with us, because we're going to update this story for you in just a little bit. I'm Rick Sanchez.

THE LIST scrolls on.

(COMMERCIAL BREAK)

SANCHEZ: It has been 46 years since President Kennedy was assassinated -- John F. Kennedy that is -- but, even all these years later, Americans remain fascinated with that day in Dallas, really with all the aspects of JFK's life.

And, today, we have two new glimpses of this. These are newly released images of Love Field in Dallas the morning that Mr. Kennedy arrived and died. A 15-year-old boy recorded this color film on an 8-millimeter camera.

Now 61 years old, William Ward Warren gave the video to the Sixth Floor Museum at Dealey Plaza. Now, you see the president and Jackie Kennedy there, wearing her bright pink dress that was so noted as they were welcomed in Dallas.

They were smiling as they passed the cameras. Vice President Lyndon Johnson was there as well. And wait a minute. Who's that next to Johnson? Who is that next to Johnson? You see who that is? That's David Gergen, the CNN analyst here, the senior CNN -- the one who was sitting next to me yesterday given me all kinds of crap about my hair.

Also, this week -- I just thought I would share that with you -- there are some new love letters written by JFK. They're going up for auction in Chicago. These are letters that Kennedy wrote when he was a senator in the 1950s to a young Swedish woman. Those of you who read lots of books about the Kennedys, like I do, know all about her.

Yes, Gunilla von Post says that she met JFK on the French Riviera in 1953, not long before he
married Jackie. Their relationship continued after he was married until 1956. There are 11 letters and three telegrams.

Do we have pictures of her, by the way? We don't have them? Oh, what a shame.

Bidding started, by the way, at $25,000.

When we come back: cold-blooded killers or a case of mistaken identity? We are going to have the latest on the search for accused assassins, a search that may have swept some completely innocent people into the dragnet, or did it? This is a fascinating story about espionage, spies -- political assassinations?

Later, did the Alabama professor arrested last week for last week's deadly campus shooting get away with another shooting over 23 years ago, a shooting of her own brother? We're going to talk to the former police chief.

And, folks, it's now starting to look like that might be exactly the case. At least, the suspicions are growing. Brooke Baldwin is live from Boston. She's going to bring us the very latest on this story as well.

Stay right there. We will be right back.

(COMMERCIAL BREAK)

SANCHEZ: Welcome back. I'm Rick Sanchez.

What a story this one is. I mean, what you're about to see is like a spy thriller, one of those movies in the week, something you would find somebody like James Bond in. But this is real.

It's looking like an assassination, where a hit squad was sent in. They see them, stalk their prey -- you will see the video, I swear -- a man who happened to be one of the leaders of Hamas, a man well known throughout the Middle East, a man that seemed to be on a hit list for Israel.

Did Israeli secret agents, 10 or 11 of them, actually go there, but they didn't know that they were caught on video planning this potential assassination? I want to watch this. And it's on the other side. And, on the other side, I'm going to speak with our reporter, Pamela -- Paula Hancocks.

Here it is.

(BEGIN VIDEOTAPE) PAULA HANCOCKS, CNN CORRESPONDENT (voice-over): Minute by minute, this is the lead-up to the Dubai assassination of one of the founding members of Hamas, all captured on security cameras and released by the emirate's police, 10 men and one woman, the alleged hit squad.

Some check into the Al Bustan Rotana Hotel and await their target. This is Mahmoud al-Mabhouh arriving at the hotel, where he would be killed just hours later.

After checking in, the man Israeli security sources accuse of being a key link between Iran, Hezbollah and Hamas was followed by two alleged killers dressed in tennis gear holding tennis rackets. The police say they were checking the number of his room. Then they booked the room directly across the corridor.

Leaving the hotel for a couple of hours, al-Mabhouh was again tracked by different teams. Police
believe the killers entered his room at 8:00 p.m. using an electronic device to gain entry.

Al-Mabhouh entered his room at 8:25 p.m. His body was not discovered until the next morning. Police say he appears to have suffered electric shocks and may have been suffocated.

These are the suspects, all caught on camera, sparking an international manhunt. Six were on British passports. Three carried Irish passports, one French and one German, say Dubai police, but Irish and British police have said the names and passport numbers of their alleged nationals are fake. The other countries are checking.

At least four Israelis say they have the same names as the suspects. They deny any involvement and say they are shocked their names have been used.

The question remains, who ordered the hit? Hamas and al-Mabhouh's family in Gaza are convinced Israel's intelligence agency, Mossad, is behind the assassination. Dubai police told the family there were signs of five or six electric shocks on his legs, behind his ears, on his genitals, and over his heart. Blood on a pillow also led police to believe he was suffocated.

Israeli sources say al-Mabhouh was smuggling arms to Gaza, so an arms dealer has many enemies. Dubai's police chief says whoever is responsible will be brought to justice.

He says, "If a state starts acting like gangsters, their leaders will be treated like gangsters, and they will be brought to justice, whoever and wherever they are."

But even with extensive security footage and photos of 11 of the alleged hit squad, so far, no one has been arrested. And their real identities may never be known.

(END VIDEOTAPE)

SANCHEZ: And Paula is joining us now live. Paula, most people are looking at this report and they are saying, from everything I have read and from everything I have seen in the past, let's face it, the Israelis are very good at this. The Mossad is specializing in this kind of stuff in the past. What's to convince us that it's not the Israeli secret police, the Mossad?

HANCOCKS: Well, certainly, that hasn't been ruled out. It hasn't been ruled out by people here. It hasn't been ruled out by the Dubai police.

Before they released this information, they said that it is perfectly possible that it is Mossad. And we also know that Israel has tried to kill this man three times in the past. That's according to his family. At least three times, they have tried and failed, twice in Lebanon, once in Syria.

And so it is possible. But, of course, the Dubai police say they're not ruling anything out. And the fact is, they don't exactly know who these people are.

SANCHEZ: Right.

HANCOCKS: They have their faces. They say they have their names, but, interestingly, some Israeli people woke up this morning and saw their names being used by this hit squad in the newspapers, and they were being hounded by the international media.

So, they're a bit shell-shocked as to how that happened.

SANCHEZ: Here's what's interesting about this case, though. Let's suppose that Dubai gets its way
and is able to press to get these folks extradited, whoever they are and wherever they are. Are there treaties that would force Israel or wherever country these people are from to hand them over?

HANCOCKS: In theory, yes, with most of these countries.

And we know that Dubai actually approached some of these countries. For example, Britain, Ireland, France, Germany, they're all pretty friendly countries when it comes to this kind of extradition treaty. But the fact is, the names that they were given, the passport numbers they given were fake, so who knows if they are even British nationals or French or German?

And the fact is that many analysts are saying, if you’re going to carry out something like this, if you're going to have an alleged hit squad that is going to carry out this kind of assassination, you're not going to use your real passport.

I mean, it goes without saying. So, certainly, it adds to the murder mystery. And Dubai, by publishing these photos, is almost saying, we don’t know who they are. Please, if you recognize them, call us.

SANCHEZ: Hmm.

Paula Hancocks, for -- filing that report for us, we thank you for bringing us up to date on that. Stay on it.

We’re going to continue to following this story.

And we’re also going to be following some comments that you have been making so far. Let's go to our regular Twitter list, if we possibly can, Robert. I'm just going to pick up a couple of these.

"Rick, you need to look into hydro. It's the cheapest that there is. I'm working to build a number of plans in the next few years."

Then, look at this one. This is interesting, the second one. This is all about that nuclear conversation we had. You know, the president of the United States has decided he's going to build nuclear plants, and you guys are in on this.

"Nukes again? Efficient after built, but building and decommissioning costs make it less efficient. Send the nuclear way to D.C."

(LAUGHTER)

SANCHEZ: Interesting comments. Now you know how America feels about elected officials in Washington, D.C., anyway.

Another whodunit makes our "List of the Most Intriguing." This one is a riddle as old as the Sphinx, a riddle that may finally be solved.

And, also, we have been in a party mood all day, thanks to the pictures that we have been seeing out of Mardi Gras. Does anybody work down there this month? Here’s another taste of Fat Tuesday in New Orleans. Take a look.

And we're going to be right back.

(COMMERCIAL BREAK)
SANCHEZ: Welcome back. I'm Rick Sanchez.

He's been dead for a long, long, long time, so why do we still find a teenager from Egypt so darned intriguing?

Born about 3,500 years ago into pretty good family, he became a pharaoh when he was only 10 years old. A few years later, he would be dead, and scholars would scratch their heads and argue, how did he die? Was he murdered? Was he sick?

Well, there's big news today. A thorough DNA study shows that our most intriguing person probably passed away from a female anopheles mosquito that bit him -- that's right, from malaria, in case you didn't know what the female anopheles mosquito does -- and complications that he had as well from a leg fracture.

Read all about it in this week's "Journal of the American Medical Association." He's Egypt's boy king, Tutankhamen, King Tut, intriguing scientists for thousands of years and making our most intriguing.

(BEGIN VIDEO CLIP)

UNIDENTIFIED FEMALE: To find out that, you know, that she could have been potentially involved was just very hard for me, because I was very close to her, and I looked up to her, and I admired her.

(END VIDEO CLIP)

SANCHEZ: Amy Bishop Anderson needs all the support that she can get now. She's accused of a deadly shooting spree in Alabama last week.

And a case that she thought was closed ain't closed no more, the shooting death of her brother 23 years ago. What a story that is. A former police officer -- former police chief, I should say, is now coming forward and saying, yes, there were discrepancies in that investigation when she shot and killed her brother.

Brooke Baldwin is on the case. She is going to bring us an update in just a little bit. There's Brooke now.

Brooke, stand by.

We're going to take a quick break. We're going to come right back with that story. Stay there.

(COMMERCIAL BREAK)

SANCHEZ: There is a lot going on today in the case of the professor charged with pulling out a gun and shooting her colleagues during a meeting at the University of Alabama in Huntsville. Three charges of attempted murder have been added to the capital murder charge against the professor, Amy Bishop Anderson. In other words, she killed three people, according to police, but there were three other people wounded as well. So they're charging her with those now.

One of the survivors describes this rampage. He says that it was a methodical killing and each victim was shot in the head.

It ended when the gun jammed and Anderson was pushed out of the room suddenly. That's his description. He was there.
And then there are questions that are being raised now about this investigation into what happened when Anderson was 21 years old -- 19 years old? This was like 23 years ago and she shot and killed her younger brother. This was in 1986.

Correspondent Brooke Baldwin has been looking into this question. She's up in Boston.

I understand, Brooke, that you talked to the former police chief where the shooting happened. What did he tell you?

BROOKE BALDWIN, CNN CORRESPONDENT: Right. So, I sat down with John Polio, who was the guy in charge of Braintree police 23 years ago when Amy Bishop Anderson shot and killed her brother. She was 19 at the time. You just said that. Now, he told me he took a look at the state police report. It ruled it was an accident, and he said, you know what? There are distinguishes. He called it deficient, especially pertaining to the ballistics information.

And I asked him specifically, because there have been questions about this day that the shooting happened, and then Amy Bishop Anderson was arrested and subsequently released, I asked him about that. Here's what he told me.

(BEGIN VIDEO CLIP)

BALDWIN: We were told when she was arrested it was sort of a standoff situation, guns drawn.

JOHN POLIO, FMR. BRAIN TREE POLICE CHIEF: There were guns drawn. Uniformed officers did take her into custody to bring her in for questioning. That did happen. I could understand where the officers would be shook up if they were looking down the barrel of a shotgun.

BALDWIN: And then she was released?

POLIO: She was released because, after a conference between my detective, Captain Buca (ph), and the state police, when it was turned over to them, they came to the conclusion that the girl should be turned over to her mother and they would conduct their own investigation, but did not conduct that investigation until 10 days later.

BALDWIN: Do you regret having her released?

POLIO: No. No, not at that point in time. In hindsight, if I had a crystal ball, yes.

(END VIDEO CLIP)

SANCHEZ: Interesting.

BALDWIN: So that was John Polio, Rick, and he was the police chief from 23 years ago. Obviously, a bunch of questions.

Also today -- let me get to this -- we dug up some of these old police reports from when Amy Bishop Anderson, she had moved on to another Boston suburb. It's called Ipswich. And apparently she tended to call police a number of times on her neighbors. In fact, let me read you just a couple of these.

Mrs. Anderson was upset because the kids were playing basketball, making noise in front of her house, kids are driving up and down the motorized scooters. It's the noise that's bothering her.
And we talked to neighbors that still live in this neighborhood, and they remember. Listen to the neighbors.

(BEGIN VIDEO CLIP)

UNIDENTIFIED MALE: Not a lot of people really liked them. They thought they were strange.

UNIDENTIFIED FEMALE: She just was in a kid-friendly neighborhood and didn't like being around the kids playing outside. She didn't like the ice cream truck coming here. She told them not to come. Truthfully, I thank God all our kids and us are alive.

(END VIDEO CLIP)

SANCHEZ: Wow.

BALDWIN: So that's the story, Rick, really, out of Boston.

A last bit of information for you. We learned this afternoon down from Alabama that Amy Bishop Anderson is officially on the suicide watch in her jail cell in Huntsville.

SANCHEZ: You know, I'm curious as to something that the former chief told you a little while ago. I like him. He seems like a very honest guy.

BALDWIN: Yes, he was.

SANCHEZ: He said that the state wanted her turned over to her mother. Now, that's interesting. She was 19 years old. She wasn't a baby, she wasn't even a child.

I mean, she's 19. She's an adult. Turn her over to her mother?

You got any insight on this?

BALDWIN: Right. And I asked a little bit about that. And apparently, she was so emotional, I believe was the verbiage used in a state police report, that then they didn't question her, as John Polio told me, until 10 days after the shooting and then ruled it accidental. So, some questions about that as well. Good point.

SANCHEZ: Yes. I'll tell you what, what a question. We'll leave it at that and we'll see if we get any new information.

Meanwhile, she's charged in three other attempted killings by authorities in Huntsville, Alabama, today.

BALDWIN: Right.

SANCHEZ: That's significant as well.

Good stuff, Brooke. You've been doing great work over the last 48 hours. Thanks for going up there.

BALDWIN: Hey, I'll see you in Atlanta tomorrow.

SANCHEZ: All right. We'll see you here.
All right. Talk about your split-second decisions. I want you to look at this. A train is racing your way, and you decide you have to do something. You push the car out of the way. That's what that guy is doing right there, but now the train is coming.

Can you possibly get out of the way? Did you save someone, but then kill yourself?

We'll take you through this story. You'll be able to see it for yourself.

And then, why would someone take a swing at Mitt Romney? I'm serious, take a swing at the guy. This is a scuffle with the Mit-ster.

We'll tell you what happened, how it happened, who was at fault. And we'll be right back.

I'm Rick Sanchez. This is your LIST.

(COMMERCIAL BREAK)

SANCHEZ: Oh the Olympic games -- citizens of the world putting aside their petty differences and facing one another in the spirit of brotherhood and athletic competition, right?

Let's do "Fotos."

Wait a minute. That doesn't look like the spirit of competition.

Vancouver, Winter Olympics venue 2010, these are demonstrators. About 300 of them that just showed up en masse. They're fighting with police, they're smashing windows, they're destroying storefronts, and then some.

They are anarchists who object to the world's powerful meeting there for these Olympic games. By the way, when these folks are not protesting, they're planning a protest.

Next, I want you to watch this. See the guy on the motorcycle? All right. That van right there is stuck, right?

So, he gets out of his car and he runs out there, pushes it out of the way and almost get run over by a train. Let's watch this one more time.

See the van? The van is stuck, the train is coming. He needs to do something.

He pushes it. But, oh, my God, he almost got hit, too. But he's able to do it, does a good deed, goes back to the motorcycle.

Roger, get rid of that little thing at the bottom.

I want to show you what he does. He high-fives his buddy when he's done.

OK. Now, watch. He comes back and he realizes he just saved somebody's life.

Oh, we didn't carry it that long. All right. Sorry. Anyway, I watched it several times, and you see him go back and high-five his buddy, like, saying, look what I just did.

Close call.
Now this.

(BEGIN VIDEO CLIP)

UNIDENTIFIED MALE: (SPEAKING FOREIGN LANGUAGE)

(END VIDEO CLIP)

SANCHEZ: That means run for your lives. And then he says (SPEAKING FOREIGN LANGUAGE). That means the Virgin Mary, Saint Marry. My father used to say that, by the way. That's the only reason I know.

This is in Italy, folks. Look at the earth moving right before our eyes.

This is the Calabria region of southern Italy. It's on the toe of the boot. Heavy rains triggered several massive landslides there that buried buildings, tore down electric towers, caused hundreds of people to flee.

Yes, fun for your lives. He's right.

It happened in Sicily as well. Amazingly, nobody was hurt or killed. But what a frightening set of fotos today, huh?

There it is, your "Fotos."

Up next, a man poses for a photo right at the edge of a volcano and falls in. The latest on the rescue efforts at the top of Mount St. Helens on a man who's actually fallen into the crater.

And you see that guy right there? A lot of folks thought he was going to be president. Those are the Romneys.

They're all smiles at the Vancouver Olympics, but it was a very different story when he got on a plane and tried to fly back home. He ended up in a fight with a passenger. I mean, serious stuff happened. So serious, folks were arrested.

I'll take you through the whole story. Stay right there. We'll be right back.

(COMMERCIAL BREAK)

SANCHEZ: Have we got that picture from the old JFK days?

Roger, put that up again if you have it, please.

You see that right there? Now, doesn't that look like David Gergen? We were suggesting a little while ago, my God, how many presidents did this guy serve? Because it looks a lot like him, but it's not.

David's here. We checked with him a little while ago.

"Hey, did you serve in the LBJ and JFK administrations? How many administrations did you serve in?" He says, "No, but, you know, that is a very handsome fellow. I can see why you might think that he was me."
That's what he said.

CHAD MYERS, CNN METEOROLOGIST: Nice.

SANCHEZ: That Gergen.

All right. Chad is back. And the reason he's joining us now because he's going to let us know what's going on with Mount St. Helens.

Folks, have you seen what's going on with this story? I mean, a guy is taking his picture. Right? I mean, he's here. Let me stand up and show you what I'm talking about.

All right, I'm standing up like this, right, like I'm taking a picture?

Shoot me. All right? He's standing --

MYERS: Don't tase me, bro.

SANCHEZ: He's standing just like this and someone is taking a picture of him. Little does he know that right behind him is the crater of Mt. Saint Helens volcano. And literally, as he's, like, posing for someone to take his picture, bam, he goes back and falls into the volcano.

And now they're looking for him. Apparently 1,500 feet he's dropped down?.

MYERS: May have been that, but it probably all wasn't in one drop. He was standing on what was just kind of a snow shelf. It's kind of call an overhang.

The snow wasn't strong enough to hold him, and his body went down in with the snow, and then down into the snow, and then down a very steep slope, which is the caldera, the part of a crater that he is in now. Now, there's no lava down there. He's not burning up.

SANCHEZ: No, I know, but it's still a heck of a thing. And the image of your head of a crater of a volcano makes all us think -- by the way, we've got Patrick Oppmann now. He's standing by.

Patrick, are you there? I know we've had a tough time trying to reach you throughout --

PATRICK OPPMANN, CNN ALL-PLATFORM JOURNALIST: Rick, the very latest from the -- you can imagine trying to do live TV from the side of a mountain, but we're working through it.

The very latest from the sheriff's office, Rick, is that the Navy helicopter that they dispatched this morning was not able to put a rescuer down. Cloud cover, just too thick. They stayed over there, over the mountain, as long as they could, eventually had to leave to refuel, and are heading back to the mountain.

A little while ago I heard a helicopter, so this remains a very active scene. But at this point you still have very heavy cloud cover, and the worry is, with only a couple more hours of daylight in the day, they may not get it done today. The gentleman stuck in this crater may be spending another night there if they can't get somebody down in a few hours.

SANCHEZ: Well, I don't understand. Why is it so hard to spot him?

If they knew exactly where he fell, you'd think you'd draw a line from where he fell and follow it all
the way down about 1,000 feet or so, and look and look and look. Why, if they've got men, if they've
got searchers, if they're got rescue folks, if they've got a helicopter, they can't find him, Patrick?

OPPMANN: I'll tell you why, Rick. I've been here all day, and I have yet to see the top of this
mountain. The cloud cover, it's clear up where I am. This morning, you couldn't see your hand in
front of your face, the fog was so thick.

But at that altitude, 8,000 feet, it's still fairly thick. And that means it's a very dangerous job.

They want to get in there, they want to find this guy, but they don't want to put people's lives at risk.
And that's what the sheriff's office said they would be doing if they put somebody into a situation in
this crater and they couldn't see what they're doing. They don't want to put somebody in there
who's not tied to something. And it's just a question of having that visibility, which up until now
they've not had.

SANCHEZ: That's interesting.

Patrick, thanks so much for filing that report. You make us understand it.

That's a live picture you're looking at right there, and you can see what he's talking about with this
cloud cover.

They don't look like a lot of clouds, but they look like dark clouds, too, so it's all about, Chad,
visibility.

MYERS: Yes. They came back in. They were gone for a while, briefly.

We had some pictures a half hour, hour ago, and you could see it. And I was watching our routers
here off the satellite.

And there were helicopters in there looking for him, but I guess my way to do this search, take the
climber that went with him, put him in my helicopter. Take him, say, hey, where were you last?

SANCHEZ: Right.

MYERS: Because there's not like a path.

SANCHEZ: Right.

(CROSSTALK)

MYERS: So where were you? We were right there, and then follow it down. And maybe they weren't
in contact with that guy. I don't know.

SANCHEZ: Well, I'll tell you, I hope he doesn't have to end up spending another night there.

Chad, thanks so much.

And Patrick as well, filing that story off, like he said, from the side of a mountain.

Who is at the top of "The List U Don't Want 2 Be On" today? We're going to share that with you in
just a little bit.
I'm Rick Sanchez. Be right back.

(COMMERCIAL BREAK)

SANCHEZ: Welcome back. I'm Rick Sanchez.

John Podesta, a pretty big player in the world of Washington -- former chief of staff to President Clinton, the man that Barack Obama trusted to run his transition team. So it raised some eyebrows when it took him just one word in a "Financial Times" interview to sum up what's going on there.

(BEGIN VIDEO CLIP)

UNIDENTIFIED MALE: I have to ask you a sort of broader stand-back question about the condition, the health of American politics at the moment.

JOHN PODESTA, FMR. CHIEF OF STAFF, PRESIDENT CLINTON: It sucks.

UNIDENTIFIED MALE: It sucks. OK. That's a good, blunt way of putting it.

(END VIDEO CLIP)

SANCHEZ: Well, you know, it's interesting. That's the part that got all the attention.

But Wolf Blitzer is joining me now.

I’ll tell you what got my attention in that interview when I listened to what Podesta had to say. He went on to say that, in many ways, the Obama administration may be losing its way. I mean, this is a guy who was tight with the president of the United States -- Wolf.

WOLF BLITZER, CNN ANCHOR: He did the transition. He helped the president in the transition. And he certainly understands a White House -- he served as the White House chief of staff during the Clinton administration, and he's a very influential guy here in Washington.

Like so many Democrats right now, he's clearly frustrated by what's going on in the aftermath of the Democratic defeats, not only most recently in Massachusetts, but earlier in Virginia and New Jersey, two states that the president also carried in the election. And that frustration, as you can tell, Rick, is coming out.

SANCHEZ: Let me ask you a question. You follow this kind of thing.

There's a difference -- and I've heard a lot of criticism from what this president used in his staff when he got to the White House, and the people that he had leading him to the White House, that they're two different crews of people. And I've read some material that seems to indicate that there may be some resentment between those who didn't get in and those who did get in, because they're very different and may have taken the president in a different direction.

What is your take on that, Wolf?

BLITZER: Well, I think in fairness to the president, most of the top people who helped him get elected stayed -- are working in the administration, like David Axelrod, for example. David Plouffe, who was the campaign manager, certainly very instrumental in helping the president get elected. He took the last year off, he wrote a book, but he's now coming back as a political adviser to the Democrats. So he'll be involved, but there's no doubt that a lot of the people who helped him get
elected got jobs in this administration.

SANCHEZ: We're down to just 30 seconds, but I want to ask you about this nuclear energy thing the president signed off on today. The idea is that they're going to build something like 22 more plants over the next 20 years, if the government signs off on them, and they're going to start with two plants -- two reactors, I should say -- down here in Georgia.

This is what I hear a lot of Republicans saying they wanted the president to do, right?

BLITZER: Yes, but one of the big problems, what are they going to do with all that nuclear waste? They've got a problem, what they're going to do with it. They don't know where to dump it, if you will, and so there's -- this is not as easy an issue as a lot of folks would like.

SANCHEZ: But it's efficient. I mean, look, we need more energy, we're running out of oil, everything else causes carbon emissions. This answers all those questions.

BLITZER: And the nuclear reactors are very popular in western Europe, or France and countries over there. They do a pretty good job with it. There haven't been any new nuclear reactors built in this country in decades.

SANCHEZ: Wolf Blitzer, as usual, on top of things. And he's going to be joining you in just a little bit to bring you "THE SITUATION ROOM."

Thanks so much, Wolf. We'll be looking forward to that.

Up next, the flight fight that caused some turbulence for Mitt Romney, just one of the stunners that you'll find on "The List U Don't Want 2 Be On."

First, we let the good times roll one more time. This is Fat Tuesday in New Orleans. And man, those folks know how to party.

(COMMERCIAL BREAK)

SANCHEZ: Time now before we leave you for "The List U Don't Want 2 Be On."

Coming in at number three, U.S. cyclist Floyd Landis. He won the Tour de France in 2006, but his title was taken away because he tested positive for drugs.

What did he do now? Somebody allegedly hacked into the computers at the French Anti-Doping Agency's lab, and a judge wants to question Landis about it, so he has issued a warrant for the arrest of Floyd Landis.

Landis tells the "LA Times," "It appears to be another case of fabricated evidence by a French lab who is still upset a United States citizen believed that he should have the right to face his accusers and defend himself."

Number two, one of the guys that any of us could run into on a plane, but this guy happened to cross paths with former Republican president candidate Mitt Romney.

It happened while Romney and his wife were leaving Vancouver after watching the Olympics. Romney asked the passenger sitting in front of his wife to put his seat back in the upright position. In other words, yes, put his seat forward before takeoff.
Instead, the passenger got mad and allegedly took a swing at Romney. Romney didn't respond, but the crew did. The pilot turned the plane around, airport police took the passenger into custody, and the flight continued.

Top of "The List U Don't Want 2 Be On," number one goes to Sheriff Joe Arpaio of Maricopa County, Arizona.

A federal judge says the sheriff destroyed evidence in a racial profiling case. That case accuses the sheriff and his deputies of detaining people based on the color of their skin.

Arpaio's office has acknowledged they've destroyed some records and e-mails connected to those roundups, and the judge is so peeved about it, he told Sheriff Joe to try to recover the e-mails and swear under oath that he took steps to gather the destroyed documents.

Sheriff Joe Arpaio denies any wrongdoing and has repeatedly denied racial profiling allegations. He says he's won a dozen of these federal cases.

There's a hearing March 19th. And you better believe we will follow up on it.

That's why Sheriff Joe Arpaio of Maricopa County is number one on "The List U Don't Want 2 Be On."

Here's Wolf Blitzer with "THE SITUATION ROOM."