

THE EVER-EVOLVING REPORTER: EXAMINING THE ORGANIZATIONAL
CULTURE INSPIRED PSYCHOLOGICAL CLIMATE EFFECTS
ON TELEVISION REPORTERS IN THE DIGITAL AGE

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ABSTRACT

Now that multi-platform products are fully in use in a constant integration of new media technologies in television newsrooms, it is important to discover how television reporters are relating to the changing workplace culture and subsequent psychological climate that corresponds with an evolving digital landscape of their daily duties. We ask if and how these changes shape attitude, outlook, and product. This research sheds light on how the perspective of the television reporter's job may be influenced in light of technological, operational and vocational changes.

This research involved interviews with reporters from three local news television stations within top twenty markets in the southeast. The first station sampled has somewhat integrated the use of new media technologies in everyday duties of reporters. This integration includes the requirement of being a Multi-Media Journalist (MMJ). The second station studied has fully incorporated the use of MMJs, while the third station has not incorporated regular use of MMJs in its news product. Examining these differing uses among stations in similar market sizes shows similar and contrasting challenges between the three environments while also highlighting suggested areas for further study.