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Strategic decisions and the role of the producer in preparing a news release on regional channels in Russia

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Today, the following trend is noticeable on many regional channels in Russia: the chief editor performs several roles at once. When preparing a news release, he can act as editor-in-chief, producer, and sometimes as a reporter. This combination becomes a production problem for regional TV companies. To get a successful and high-quality TV product, all these roles must be clearly separated. First of all, we are talking about the coordinated work of the producer and the creative team of the channel.

A striking example of this interaction is the State television and radio company "Voronezh". Since all the roles are clearly defined here, the efficiency of preparing a news release is much higher than, for example, in Novosibirsk. In the second case, we are talking about blurring and combining roles. It leaves no opportunity to choose the right strategy, planning suffers, and risks are very poorly taken into account. I, as a former producer of the State television and radio company "Novosibirsk", performed several functions at once. This made it difficult for me to focus on one goal, took a lot of time, and did not allow me to perform only my role.

We are trying to update this material and prove that it is necessary. The division of roles is not always used in regional practice, so the importance of the study is great. Its results and conclusions will form the basis for the subsequent implementation of a clear division of roles on television channels.

Strategic decision-making by a producer is a continuous process that involves creating strategies to achieve goals and changing strategies based on observed results.

If a movie is made by a producer, a screenwriter, and a director, then on television news projects are completely dependent on the producer. He is the main person who is fully responsible for the budget, the specialists who work on the project, the quality of the project, its competitiveness and prospects for the audience [2].

Strategic decisions when preparing a news release are management decisions that:

- 1) focused on the future and lay the foundation for making operational management decisions;
- 2) involve significant uncertainty, since they take into account uncontrolled external factors;
- 3) involve significant resources and can have extremely serious, long-term consequences.

The entire process of actions defined by strategic management consists first of defining strategic goals that show what it is desirable to achieve, a strategy that sets the methods, ways, and means of achieving it. After that, the decision to choose a strategy is made - a strategic decision based on a comparative analysis of possible options. On the basis of the chosen strategy, strategic planning is carried out, which consists of determining intermediate goals and simultaneously finding the resources necessary to achieve them [1].

TV journalism theorists believe that the prestige of a channel depends primarily on the state and level of the information component. The production of a daily news program, which is

published several times a day - is a complex and stressful process.

In each of the information services of the national channels, there is always a well thought out plan for the production of news. The editor-in-chief directs all employees to certain goals and sets priorities for the production process of each issue.

Regular meetings are held in each news service. Producers of each issue, editors, reporters, and presenters also take part in them. The weekly meetings discuss upcoming events that will need to be covered in the news. Special attention is paid to blanks. In any information service, there must be "canned goods" (a story shot for the future in case there is an information deficit in the news, which will be needed on a quiet day). As the BBC's head of regional broadcasting, Jane Mote, points out, "strategic planning is still necessary, and for the important reason that it leaves time for reflection". And here, in many ways, success depends on the quick and effective work of the TV producer [3].

At the same time, the producer's strategic decisions should be considered not only as of the ability to foresee all necessary actions, but also as the ability to anticipate any surprises that may arise in the future, and be able to cope with them. Naturally, a news producer can't eliminate risks in their activities, but he can reduce them and minimize the losses associated with them by various means, including effective forecasting and strategic planning.

Источники и литература

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