

# CVM-TV Strikes again

**O**n the evening of Monday January 24, 1994, at approximately 8 O'clock, CVM-Television once again fulfilled a long awaited promise that they have been making to the Jamaican viewing public ever since their inception (March 28, 1993) some 10 months ago. They brought us their inaugural full length news telecast.

## *In the Beginning*

The advent of a second television station in Jamaica meant different things to different people. For some, they now had the long awaited choice of switching their dials (though at times I must admit, it's not much of a choice). For others it meant more entertainment and higher electricity bills, and still for some, being able to see the other side of the news. But CVM-TV like any other young company starting up with the fluctuating economy that Jamaica has become famous for, was plagued with financial woes in the inception and thus was running a bit behind schedule with virtually everything. It however was not the ultimatum of "DO OR DIE" that brought them on, in March of 1993, that gave the public the first sightings of CVM's news in September 1993. The local NEWS BRIEF was timely, as people had started to doubt the mandate of CSN....ooppsss!!, I meant CVM. Well one can see how I could have made that mistake - we see so much CSN on CVM.

## *News in Brief*

I must pause here to comment on the technical achievements and pit falls of the local News Brief. Having grown accustomed to seeing the inappropriate set of the other station, it certainly was a welcomed change to see anything, once it was different. The idea of an inset, though not original, was in my opinion, professionally handled. The transitions from I.D. logo to photo bite and at times clips, were very smooth, unlike the other station. Pardon my frequent referrals to the other station, but you see, for me a second television, means I can now compare the work. The background silhouette of sky scrappers, though nicely lit to give that warm evening glow, I thought could have been substituted with something more indigenous of Jamaica. All in all, the professional delivery of the newscaster Kathy Owen (who needs to smile a bit more) was in part due to, the easily digested scripts that were written by the news team, supervised by Milton Walker, and the superb direction of the technical team headed by Norbert Thomas. Mr. Gary Allen, manager of News, Sports, and Current Affairs was impressed I hear, with the work that his department undertook, - but that was just a five(5) minute brief.

## *The Challenge*

The real test came when CVM decided to give the thirty(30) minutes version of News Brief. Its starts out like most of the other news casts we've been accustomed to locally and overseas. A dazzling display of the versatility of the technology in computer Graphics. (In this case a satellite receiver doing a 360° rotation with the world whizzing by). The set was introduced to us by the ever popular long shot before dissolving to a medium

close up of the presenter. I think I should point out to the Production Manager, Theodore Cummings, that the long shot is only a long shot in perspective and not duration. The set was very simple in design and reminded me of something from the colonial era. It was very strong in pink or peach, depending on the accuracy of your TV set which I thought was a bit too much. Well, researchers have discovered that the color pink is a very useful tool in calming the nerves, and from the amount of pandemonium that I heard in the background when I called at news time, they needed the pink, a lot of pink. The news got off to a good start with Kathy Owen doing a fairly good job. She however was almost drowned in the first few seconds by the overpowering theme music that seemed to go on forever and then just disappeared. The presentation of the news was not bad except for some unpardonable sins that were committed during some of the reports. Each segment was introduced by the now familiar overpowering theme. The news cast was made up of four segments which included sports, local, business and regional (not necessarily in that order).

## *In Summary*

Overall I'd say it was a very good attempt by the television station to brave all the obstacles that stood in their way and show us just what they are made of. Incidentally, there were no acknowledgements of the people who made the event possible. Is it that they were all unhappy with their performance or could it be that we were deceived into thinking that it was live when the truth was otherwise? Don't worry be happy...CVM-TV.

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