

The inter-media agenda-setting in regional journalism: a study of two tv newscasts from Imperatriz, in Maranhão (Brazil)*

O (INTER)AGENDAMENTO NO JORNALISMO REGIONAL: um estudo de dois telejornais de Imperatriz, no Maranhão

LA (INTER) PROGRAMACIÓN EN EL PERIODISMO REGIONAL: un estudio de dos programas de noticias de Imperatriz, en Maranhão

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Introduction

This article aims to study the agenda-setting of journalistic corporations from Imperatriz, a city in Maranhão (Brazil), by analyzing if there is an inter-media agenda-setting (McCombs, 2009) between two TV Newscasts of different local media enterprises. Therefore, the text discusses the agenda-setting theory and its levels: thematic agenda-setting; agenda-setting of attributes and framing; and priming. For this article we are only interested in the study of the first level of agenda-setting, thematic.

Besides, the research covers the discussion on News production and construction and the characteristics of regional TV news, since this is a study of

ABSTRACT:

This article aims to analyze the inter-media agenda-setting between the TV newscasts *JMTV 1st edition*, from TV Mirante corporation, and *Na Hora D*, from TV Difusora Sul corporation, both broadcasted in the city of Imperatriz, in Maranhão, Brazil. For this proposal, we discuss the agenda-setting theory, and the regional and local televised media perspective. Methodologically, the research uses a quantitative content analysis of a database 73 journalistic pieces from both TV Newscasts - 26 from *JMTV*, and 47 from *Na Hora D* – during the first week of August 2019. The main results of the research show that there is a limitation in the coverage of regionalism, and in the analyzed period there was an inter-media agenda-setting between these two TV Newscasts.

KEYWORDS: TV Newscasts; Regional media in Brazil; Inter-media agenda-setting; *JMTV 1st edition*; *Na Hora D*.

regional media. Therefore, the theoretical basis of the research consists in McCombs (2009), who developed the agenda-setting theory, Traquina (2005) and Wolf (2008), which cover the news production, and Bazi (2001), Peruzzo (2005), Simões (2011) and Aguiar (2016), which analyze regional and local media.

This research fills the gap of the understanding on how the agenda-setting of regional and local TV news media is composed, since the agenda-setting effect completely depends on each reality and social context. In addition to its fundamental role of proximity, representativeness and identity with the group of people living in a given territory, regional media can, to some extent, influence the daily conversations of that community and evenly set among the corporations the agenda of topics to reach the society. This is the aim of the research: to analyze the level of inter-media agenda-setting between the TV Newscasts *JMTV 1st edition*, from TV Mirante corporation, and *Na Hora D*, from TV Difusora Sul corporation, both from Imperatriz, Maranhão (Brazil).

The analysis comprehends the Newscasts broadcasted from the 5th to the 9th August 2019, which were classified into six variables: news format; length of journalistic pieces; geographic scope; if the piece covers topics about Imperatriz; narration/tone and theme. The research technique for the analyzing data is the Content analysis, quantitatively and qualitatively (Bauer, 2002; Herscovitz, 2008). The database is composed by 101 pieces, however, only 73 were analyzed, since the scope of the research consists on the pieces covering the city or the region that are covered by both TV broadcast corporations: 26 from the *JMTV 1st edition*, and 47 from *Na Hora D*.

To understand the role of regional media, as well as the effect of thematic scheduling, this article is divided into five parts beyond this introduction. Thus, the second topic presents the agenda-setting theory and its characteristics, and the third one discusses the role of regional and local TV news. The fourth part describes the methodological procedures and presents a brief context of the TV Newscasts analyzed. In the fifth moment, there is the analysis of the data, and finally we show the main results of the research and some inquiries on them.

Agenda-setting theory: discussion and characteristics

The agenda-setting proposal emerged in the 1970s from the study of Maxwell McCombs, Donald Shaw and David Weaver (McCombs, 2009). In general lines, the theory indicated that the media was responsible for what people in society thought and discussed in everyday conversations, based on the assumption that the media create “pseudo-environments” – term that appears in Lippmann (2008) – and the public

is influenced by what they say. Furthermore, the agenda-setting theory meets what Lippmann (2008) says about the media ability of creating imageries in our minds, which influences the way we see the world and its reality.

Therefore, McCombs, Shaw and Weaver developed a correspondence analysis research during the 1968 American elections, and concluded that what was on the public agenda – what society debated in everyday life – was largely on the mediatic agenda. However, we must question: do the media guide what people talk or do people conduct what the media present? For the agenda-setting theory, the media have a strong influence on this process, and the public gives more importance to what is portrayed in the media.

In addition to guiding conversations in the social environment, the media end up being responsible for showing and defining what is most “important”, which happens when some news have more prominence than others, for example (McCombs, 2009). It is worth noting that the agenda-setting theory does not state that the main purpose of the media is to persuade; but it must be acknowledged that journalistic corporations operate under internal media rules as profit-seeking companies, and most of times this is preponderant in the news construction process. McCombs (2009, p. 21) warns that “most journalists are concerned with informing. Persuasion is relegated to the editorial page, and, even there, informing remains central”. In this sense, according to that author, the journalist ends up assigning an important and extremely responsible role in selecting what is news and passing it on in journalism, because the agenda-setting happens due to a need for social orientation.

Up to this point, we discussed the connection between the public's agenda and the media's agenda, which is more precisely focused on journalism. Nonetheless, McCombs (2009) reports other agenda-setting levels that go beyond this link between the media and the public. For example, there is the thematic agenda-setting, the agenda-setting of attributes and framing, and the priming effects. However, this article focuses only on the thematic agenda-setting, which has at least three fields of discussion: political agenda, media agenda, and public agenda.

In this same theoretical framework, one of the questions asked when the thematic agenda-setting is discussed is: who defines the mediatic agenda? According to McCombs (2009), there are three variables that influence this aspect: the sources, the journalistic norms, and other journalistic companies. Concerning the sources, as examples we have public organizations, interest groups and political campaigns that frequently become targets for the media coverage.

Another aspect of the mediatic agenda is that it is shaped by journalistic rules. To construct and portray a news there are factors that influence the process until reaching the final product, the criteria of newsworthiness (Wolf, 2008). Within these criteria there are the news-values, which help to determine if a topic is newsworthy or not. Traquina (2005) lists ten news-values: death, notoriety, proximity – basis for regional media, which we will discuss later in this text – relevance, novelty, time, notability, unexpected, conflict or controversy, infringement and scandal. Beyond the news-values, Wolf (2008) supports that the newsworthiness depends on professionals of journalism, and their companies' structure of work. Moreover, these values are related to the availability of material, the economic interests of the enterprise, the hierarchy of products etc.

The gatekeeper theory was the first theory on the journalism to study who defines the news (White, 1999). It states that journalists are gatekeepers that decide what enters and stays outside, which means, what is news or not. However, this decision goes beyond the sense of newsworthy of these professionals. The organizational theory, for example, supports that journalistic organizations play a very important role in this decision, because of their social and economic interests. Shoemaker and Vos (2011, p. 91) says that "although individuals and routines generally determine what gets past the gate and how it is presented, the organizations hire the gatekeepers and make the rules"

Moreover, the news constructions and the media's agenda can be guided by other journalistic organizations, which McCombs (2009) calls inter-media agenda-setting. The competition among communication organizations can be one of the factors to influence the news construction. According to McCombs (2009), the inter-media agenda-setting is a journalistic surveillance on what is set by other media vehicles to know (1) what those professionals failed to report, (2) what other journalistic organizations covered, and (3) to validate their critical sense of news. McCombs (2009, p. 179) states that "local newspapers and television stations note the news agenda offered each day by their direct competitors for local attention". This highlight of McCombs shows why it is worth analyzing if the regional TV Newscasts present an inter-media coverage to their public.

In most cases, the journalistic organizations considered to be of higher status are the most watched by other newspapers and professionals in the field. McCombs (2009) discusses that the media of higher status also follow their competitors' production. However, this researcher says that the inter-media agenda-setting makes the news

agenda redundant. For example, when the same subject is portrayed with the same framing in most communication vehicles, limited media coverage can happen and, worst, we can see a homogeneous representation – since the news are a slice of the reality (Sousa, 2002) – full of stereotypes from the society.

As an example of the studies on inter-media agenda-setting, we can mention the research of Anjos (2015), which identifies how this phenomenon happens among four TV Newscasts in Paraná (Brazil): “Paraná TV”, 1st and 2nd editions, and “Tribuna da Massa”, 1st and 2nd editions, from the media companies RPC TV and SBT, respectively. The main conclusions of that research show an inter-media agenda-setting between the two media organizations. Concerning the four TV Newscasts, there was a broadcasting of the same issues and sources, which limited the regional journalism proposal (Anjos, 2015).

When the inter-media agenda-setting is thematic and of attributes, the journalistic coverage to which the audience has access becomes concentrated, because in addition to offering society only certain topics to be discussed, the attributes given to that news (which reinforce our perspectives and opinions about the topic) are restricted to only one point of view. This is what this article proposes to identify in two regional TV Newscasts in the State of Maranhão, in Brazil.

It seems that there is a problem in this news production process. Traquina (1999) explains that the News are intermediated by journalists that decide what is or not news, often with a partial and generalizing point of view. Traquina (1999) adds that we cannot see the news as naturally emerging from events; the news are created by the facts and the facts are also created by de the news.

In this sense, it is also worth discussing aspects and characteristics of the regional media, considering that one of the news-values is permeated by the proximity (Traquina, 2005). On this theoretical basis, it is worth noting how the regional media agenda and the dispute between local media outlets occur, by analyzing, then, the possible existence of inter-media agenda-setting among journalistic organizations. Therefore, in the next section we punctually discuss the regional media, and so analyze the inter-media agenda-setting between two local TV Newscasts.

Regional TV Newscasts and their contribution to society

One of the main characteristics and roles of regional media is to approach their public and to meet the needs of the community. This approach is physical, psychological, and affective. Moreover, the production of regional topic schedules allows journalists to engage more effectively with the public and receive credibility from it (Bazi, 2001), since, in thesis, regional newspapers and TV stations offer great space for representation and participation of the people who live in the geographic scope they cover.

Through regional media, in particular regional TV, people who live in a specific place, in groups, can exercise their role of citizens more assiduously, involving themselves in the news content production, by sending out topics to the media organizations, for example, and approaching a greater representation and identification with the regional media.

In this sense, Guzzoni (2001) says that nowadays it is easier for the community to take to the media its wishes, problems and claims, since this public sees regional media as a space for its manifestation. Guzzoni (2001, p. 4) adds that “[...] the television, which was not used to looking closely at the direction of those communities, has found [in these communities] a source of journalistic production, debate, and critique”.

Around this discussion, Maffesoli (2003) realizes that the reader or viewer in the background is interested in what concerns his daily life and the communication companies also saw this fact, and have considered the media regionalism as a powerful economic factor, especially when cable TV and internet arrived to Brazil and generated a decline in the traditional open TV channels audience (Simões, 2011; Mattos, 2012). However, it is important to highlight that local and regional media already existed since the dawn of the media, because newspapers, radio and television could reach only a geographical part of that country (Peruzzo, 2005).

The possibility of expanding the coverage signal of the main broadcasters throughout Brazil became real. Rede Globo corporation was the pioneer in this model of communication, by introducing the system of affiliate TV stations, which was an example for other national enterprises of communication to implement this model later. In total, Globo company has a network of 122 broadcasters in Brazil, five of them their own organization and the others as affiliates of the company. Bonner (2009) states that the TV newscasts that are part of the Rede Globo group are not only present in several locations in Brazil, but they also have space to produce local and regional content according to the region in which they operate.

Aguiar (2016) considers that media regionalization goes beyond geographical barriers and does not mean just dividing physical spaces, but they intend to differentiate themselves from the models developed on national axes, by offering a broader space for identities. Regional journalism is one of the responsible for making this connexion among characteristics, groups, ideologies, and global and local spaces. It is a matter of fact that the regional and local media have a fundamental role in the formation and social identification of its public in the social sphere. Most newspapers and TV newscasts in the national level characterize homogeneously the regions when they should represent them, generalizing and applying socially marked stereotypes (Dantas, 2018).

The news organizations at local and regional levels, in turn, have the function of offering their audience more space for bilateral communication for being close to issues surrounding that particular region in which they are inserted. However, this logic is somewhat problematic, since, in most cases, local and regional newspapers take ownership and adapt to what the national broadcaster proposes. Kurth (2006) explains that local and national interests are not always the same, but, concerning the media, the national overlaps the regional. Pinto (2017) supports that the media system is characterized by regional media conglomerates that are members of the national media subsystem – concentrated in the axe Rio de Janeiro-São Paulo –, but are not configured as subsets.

Peruzzo (2005) warns that we must not forget that each location in the country has its specificities. Every region has economy, culture, lifestyle, among other distinct aspects, and they directly interfere in the production and circulation of the news. Pinto (2017, p. 84) reiterates that “the regional is not similarly experienced in different states [of Brazil]; therefore, it is necessary to know better these subsystems of the regional commercial media”.

After observing the attributions that the regional media has, in particular, the regional / local newspapers and TV newscasts, it is necessary to analyze if, in practice, what the theory discusses about regional journalism actually occurs. We need to identify how each region acts in this process, in view of the plurality and reality existing in each territory that directly interfere in the production of material, and to examine how local news programs schedule the daily themes of the people who live there. Furthermore, we must analyze whether what McCombs (2009) calls inter-media agenda-setting among TV newscasts happens in the main regional TV stations, since

the agenda-setting effect depends on different social contexts, which we discuss in the next section.

Methodological procedures

In order to study whether there is an inter-media agenda-setting between regional / local communication vehicles and dialogue with the literature, we analyzed the TV newscasts *JMTV 1st edition*, from TV Mirante corporation, and *Na Hora D*, from TV Difusora Sul corporation, both from Imperatriz, Maranhão (Brazil). Both newscasts are regional, since their coverage reaches cities beyond Imperatriz. The analysis comprehends 101 pieces broadcasted from the 5th to the 9th August 2019. However, only 73 were analyzed, since the scope of the research consists on the pieces covering the city or the region that are covered by both TV broadcast corporations: 26 from the *JMTV 1st edition*, and 47 from *Na Hora D*. It is worth mentioning that we collected only editions from Monday to Friday, because *Na Hora D* is not broadcast on Saturdays.

We adopted the quantitative Content analysis technique, supported by Bauer (2002) and Herscovitz (2008). This method is the instrument used to obtain information about data – images, texts or sounds – and formats, by framing them in previously defined and tested categories to achieve striking results (Herscovitz, 2008).

Thus, for data classification we defined six variables: **news format** – to know which format predominated in the journalistic pieces; **length of the piece** – how much time was allocated for news about Imperatriz and surroundings; **geographic scope** – local, regional, national, or international; **if the piece was about Imperatriz** – the space dedicated to news on the city in the newscasts; **narration/tone** – to identify if the pieces were positive, negative, or neutral in relation to the city or the region they covered; **theme** – the topic on the pieces. The variable “theme” has the following categories: culture, violence, health, environment, tragedy, politics, nature beauties, neighborhood, sports, economy, cultural agenda, traffic on the streets, others.

On this data the Content Analysis is divided into two parts. Firstly, we offer an overview on the news coverage: how many pieces were analyzed in each newscast, how many were about Imperatriz or its surroundings, the length of the pieces and the newscasts and the geographic coverage. Next, we discuss the themes on the news, the narration and the possibility of an inter-media agenda-setting between the two newscasts.

Research objects: *JMTV 1st edition* and *Na Hora D*

The first Tv newscast analyzed in this research is the *JMTV 1st edition*, from TV Mirante corporation (broadcaster from Maranhão affiliate to Rede Globo group), with a schedule from Monday to Saturday at noon. TV Mirante possesses four broadcasters focused in local and regional products in the state of Maranhão, which are located in São Luís, Caxias – which represents the region of Cocais –, Imperatriz and Balsas. The media coverage of this TV station reaches 48 cities in the state, either through a direct broadcast or through a relay. Among those cities, we can mention: Açailândia, Buriticupu, Grajaú, João Lisboa, Sítio Novo, Vila Nova dos Martírios, Montes Altos, Nova Colinas, Carolina, Cidelândia, Imperatriz etc.¹.

The TV newscast *Na Hora D* composes the schedule of TV Difusora Sul corporation – which belongs to TV Difusora company, affiliate to the Sistema Brasileiro de Televisão (SBT) –, and is broadcast from Monday to Friday at noon. That TV station has three broadcasters that produce their own content and are in the cities São Luís, Imperatriz e Caxias (TV Sinal Verde). The TV Difusora Sul, in Imperatriz, reaches 17 cities in Maranhão and 14 cities in the state of Tocantins. Among them, we can mention: Imperatriz, Senador La Rocque, João Lisboa, Buritirana, Governador Edison Lobão, Cidelândia, Sítio Novo do Maranhão, Campestre, dentre outras. Do estado do Tocantins são: Itaguatins, Praia Norte, Sítio Novo do Tocantins, Maurilândia, São Miguel, Augustinópolis, Axixá, Tocantinópolis, etc.².

We can say that the TV newscasts analyzed play an important role in the media agenda of Imperatriz and surroundings, since they belong to regional broadcasters. Thus, we debate in the next section the agenda-setting of these regional newscasts and whether there is an inter-media agenda-setting between them.

¹ The other cities reached by TV Mirante Imperatriz: Altamira do Maranhão, Alto Alegre do Pindaré, Alto Paranaíba, Amarante do Maranhão, Arame, Barra do Corda, Bom Jardim, Bom Jesus das Selvas, Buritirana, Campestre do Maranhão, Davinópolis, Estreito, Fernando Falcão, Feira Nova do Maranhão, Formosa da Serra Negra, Fortaleza dos Nogueiras, Governador Edison Lobão, Itaipava do Grajaú, Itinga do Maranhão, Jenipapo dos Vieiras, Lajeado Novo, Loreto, Mirador, Porto Franco, Riachão, Ribamar Fiquene, Sambaíba, Santa Luzia, São Félix de Balsas, São Francisco do Brejão, São João do Paraíso, São Pedro da Água Branca, São Pedro dos Crentes, São Raimundo das Mangabeiras, Senador La Rocque, Tasso Fragoso and Tufilândia.

² The other cities reached by TV Difusora Sul: in Maranhão – Amarante, São Francisco do Brejão, Montes Altos, Vila Nova dos Martírios, Ribamar Fiquene, Lageado Novo, Davinópolis, Açailândia, Porto Franco; in Tocantins – Buriti do Tocantins, São Bento, São Sebastião, Cachoeirinha do Tocantins, Carrasco Bonito do Tocantins, Sampaio, Esperantina and Araguatins.

Analysis: regional media and inter-media agenda-setting

As presented before in this text, this research has a database composed by 101 journalistic pieces collected from both TV newscasts in study. However, in order to follow the criteria of regional media pieces, we analyzed only 73 of them. The JMTV 1st edition had 22 pieces covering other regions of the state, also covered by other broadcasters, for example, Caxias, São Luís, Santa Inês, and Balsas (Table 1).

Table 1 Journalistic pieces collected from JMTV 1st edition

<i>JMTV 1st edition</i>	Frequency	Percentual
Pieces about the region covered by the TV newscast	26	54.2%
Pieces about other regions of Maranhão	22	45.8%
Total	48	100.0%

Concerning *Na Hora D*, Table 2 shows that among the 53 journalistic pieces collected, only six were from other places out of the area it covers. During the analysis, we found that the TV newscast from TV Difusora Sul prioritizes news about cities in its original area of coverage, more than TV Mirante, although there are some caveats that we will explain later.

Table 2 Journalistic pieces collected from Na Hora D

<i>Na Hora D</i>	Frequency	Percentual
Pieces about the region covered by the TV newscast	47	88.7%
Pieces about other regions of Maranhão	6	11.3%
Total	53	100.0%

Even though *Na Hora D* fills its news grid with more stories from cities that are within its coverage area, this TV newscast is limited to a more local content, with a journalistic program focused on the municipality of Imperatriz, where the broadcaster is located. Among the 47 pieces, only five covered other cities from the region.

It is worth highlighting that none of the cities from Tocantins – which is in the area of coverage of the TV station – was mentioned in the pieces analyzed. The TV Difusora Sul guarantees that it reaches 17 cities in the state of Maranhão and 16 in the state of Tocantins. However, during the analysis only four cities from Maranhão were highlighted in the stories (Imperatriz, Ribamar Fiquene, Governador Edison Lobão, and

Senador La Roque), two of them only quickly in stories about Imperatriz. Tables 3 and 4 bring data related to stories only about the cities in the coverage area of the Newscasts in analysis.

Table 3 Stories on Imperatriz and the other cities in the coverage area of Na Hora D

<i>Na Hora D</i>	Frequency	Percentual
Stories about Imperatriz	42	89.3%
Stories about other cities	5	10.7%
Total	47	100.0%

Concerning the *JMTV 1st edition*, it also offers a regional content, as table 1 shows, however there is too much highlight on stories from cities out of its geographical scope. When this newscast proposes to present news on the cities in its area, it is limited to stories mostly focused in Imperatriz, similarly to *Na Hora D*. Table 4 presents that 18 out of 26 stories (69.3%) were about Imperatriz and only 8 (30.7%) on the other cities in the region. The TV station promises to reach 48 cities in Maranhão, but covered only six municipalities during the period analyzed (Imperatriz, Itaípaiva do Grajaú, Buriticupu, and the cities in Chapada das Mesas National Park: Estreito, Carolina, and Riachão).

Table 4 Stories on Imperatriz and the other cities in the coverage area of JMTV 1st edition

JMTV 1º edição	Frequency	Percentual
Stories about Imperatriz	18	69.3%
Stories about other cities	8	30.7%
Total	26	100.0%

We emphasize that in the two newscasts there were cases in which the matter covered Maranhão and was of interest to the state or the region and, then, were considered to analysis. However, they were mostly made in other broadcasters, especially the main TV stations of the groups, in São Luís. Also, there were cases in which one or two cities – from the same region covered by the station or not – were covered in a same news story.

Then, we could apprehend from the analysis the discrepancy that the theory on regional journalism points out, and what happens in the daily practices in the

newscasts from Imperatriz. Both TV stations analyzed here are responsible for covering a considerable part of Maranhão, and even outside this state, and the coverage is often limited to signal receiving not to representation, consisting on stories about themselves in the media schedule.

Pereira e Caleffi (2019) explain this scenario, since they found the local content limitation in the TV newscast *RPC TV Guarapuava* (Paraná, Brazil). The authors report that 61% of the stories this newscast shows are about other regions from that state and only 39% about Guarapuava and other cities in its area of coverage. Pereira e Caleffi (2019, p. 140) state that “if there is no TV newscast-audience approach in a geographic perspective, neither does proximity occur in an affective panorama”. This statement spill over our study and give us the understanding that people in these places are often driven to consume a reality that are far from theirs.

The *JMTV 1st edition* lasts 40 minutes, on average, and *Na Hora D*, 55 minutes. In the first week of August 2019, around 19 minutes of each edition were focused on stories about cities that are not covered by TV Mirante in Imperatriz. Concerning the newscast *Na Hora D*, about 10 minutes focused on cities out of its geographic scope.

Moreover, another important variable to analyze in this research concerns the geographic scope of the stories in these newscasts. The question was whether they contained more local or regional news. We considered as local news those that covered and interested to a specific city (not necessarily Imperatriz); regional news were those related to a region, for example, the Chapada das Mesas National Park, which covers a considerable number of cities in Maranhão.

Both TV newscasts broadcast more local than regional news. In relation to *JMTV 1st edition*, table 5 shows that this newscast offered a regional bias to its news in the analyzed period, even though a slight bias, compared to *Na Hora D* (cf. table 6). *JMTV 1st edition* also broadcast 17 local stories – among them there were two exclusively on other cities – and nine regional ones – which aggregated in a same piece several cities of the state, including Imperatriz.

Table 5 Geographic scope of stories broadcast by *JMTV 1st edition*

<i>JMTV 1st edition</i>	Frequency	Percentual
Local	17	66.4%
Regional	9	34.6%
Total	26	100.0%

The newscast from TV Difusora Sul gave much more prominence to local news, mostly about Imperatriz (89.4% of the stories) and sometimes containing information on another city from the region that the TV station covers (cf. table 2). In this case, only four pieces presented a regional bias.

Table 6 Geographic scope of stories broadcast by Na Hora D

<i>Na Hora D</i>	Frequency	Percentual
Local	43	91.5%
Regional	4	8.5%
Total	47	100.0%

Thus, the *Na Hora D* is the newscast the closest to the local media proposal, since it concentrates its coverage exclusively to the city where the TV station is located. On the other hand, the TV Mirante newscast appears to have a more regionalized coverage bias; however, a considerable part of its space is focused on other municipalities that are not in the coverage area of this TV station. For example, during the period in analysis, *JMTV 1st edition* made articles about eleven cities that are not part of its coverage area, such as Caxias, São Luís, Pindaré-Mirim, Balsas, Codó, Buritibravo, Igarapé do Meio, Santa Inês, Santa Luzia, São Domingos do Azeitão and Timon. Among the 48 cities that compose TV Mirante Imperatriz área of coverage, only six were highlighted in the media schedule, as presented before.

In addition to analyzing the space offered by newscasts for regional and local articles, this research also examined the main news formats in the newscasts. For the categorization of this variable, it was necessary to understand what is meant by each category. According to Siqueira and Vizeu (2014), the news format can be identified as news stories – news narrated by a journalist, with off, sound-bite and/or a line; link – live entrance of the reporter; dynamic note (a.k.a. *nota coberta* - note read by the anchor, supported by images or videos); interview – the interviews made in the TV studio; and simple note (a.k.a *nota seca* – news read by the anchor without any supporting media).

Tables 7 and 8 show that “news stories” was the most prominent category on both newscasts, followed by link, *nota coberta*, interview and *nota seca*, successively. The news stories covered 65.4% of the pieces in the *JMTV 1st edition* (17 out of 26 stories); link and *nota coberta* composed 11.56% of the pieces; interview had 7.69% of the pieces; and *nota seca* was used only once.

Tabela 7 Formats of news in JMTV 1st edition

<i>JMTV 1st edition</i>	Frequency	Percentual
News stories	17	65.4%
Links	3	11.6%
Dynamic note	3	11.6%
Interview	2	7.7%
Simple note	1	3.8%
Total	26	100%

In *Na Hora D* (cf table 8), news stories composed 68.1% of the pieces (32 out of 47); link was 12.8% of the total; dynamic note was a format used in 8.5% of the pieces; interview composed 6.38% of the stories; and finally, simple note had only two occurrences. We believe that the format News stories had a considerable prominence in the two newscasts during the period of analysis, because nowadays there are new features that designate news formats, according to the findings of Siqueira and Vizeu (2014). For these authors, the news stories can be considered as such without the presence of the off and the reporter's passage – important aspects until a while ago –, as long as it has images, talk about characters and use graphic resources gathered in the same piece.

Table 8 Formats of news in Na Hora D

<i>Na Hora D</i>	Frequency	Percentual
News Stories	32	68.1%
Links	6	12.8%
Dynamic note	4	8.5%
Interview	3	6.3%
Simple note	2	4.2%
Total	47	100.0 %

Up to this point of the analysis, we have identified that there is a certain discrepancy regarding the regional media phenomenon and what these newscasts offer. *Na Hora D* is the newscast the closest to the population of Imperatriz, since it provides a higher number of stories on this city and does not cover all the cities it reaches. There was not a single journalistic piece on cities from Tocantins, which has a far different reality of Imperatriz, even though the state has borders with Imperatriz.

The *JMTV 1st edition* lasts less minutes than the other newscast in analysis, but reached more cities in its stories compared to *Na Hora D*. However, there are still 19

minutes dedicated to stories on cities out of its geographic scope, which is unjustifiable since it ignores all the other 48 municipalities that receive the signal from the broadcaster.

On this scenario of regional news limitation, Peruzzo (2005) warns that the TV newscasts often forget or leave aside their social function, which is offering to the audience “good quality information linked to his daily world, in which they are able to identify actors, confront approaches with real facts, and exchange impressions at the level of interpersonal communication” (Peruzzo, 2005, p. 83). Vizeu and Cerqueira (2019) point out that regional TV news act as a place for autoreferencing and social orientation to people that live in a certain coverage radius.

Analyzing TV newscasts made us find that both programs analyzed are limited concerning their role of referencing and legitimacy to the audience that consumes the content they produce. Although *Na Hora D* focuses on local News, they are not directed to Imperatriz. The *JMTV 1st edition* offers a larger space for pieces from other municipalities in Maranhão – which other stations of the same communication group are responsible for covering –, and this harms the cities that should be covered instead. Despite their dissimilar perspectives, both newscasts miss the scope of regional journalism.

In accordance with this discussion, the following topic will then discuss the main themes of the journalistic stories broadcast in the period analyzed by both newscasts, the approach and the existence or not of an inter-media agenda-setting between them. This debate will be supported by McCombs (2009), which calls attention to the problems the inter-media agenda-setting can cause to the media, especially in a regional scope, since it is limited by the patterns that the main station in a communication group establishes. For McCombs (2009), the inter-media agenda-setting could cause a broader limitation on what the audience of these places consumes.

Themes, approaches and inter-media agenda-setting

This section proposes to explain and present the main themes and approaches of the journalistic pieces. Moreover, we will discuss the existence or not of an inter-media agenda-setting between the two newscasts in analysis, which could make the media agenda redundant (McCombs, 2009), and even harmful to daily conversations in the society and the representation of the social reality these people will have.

Table 9 presents the themes and the number of stories in each category in the newscasts. The highlighted category in *JMTV 1st edition* was “health” (23.1% of the occurrences), which presented stories on breastfeeding and skin care during the dry season in Imperatriz. At *Na Hora D*, the category the most prominent was “economy”, due to stories about trade service for Father’s Day – since the data collection was made a week before this celebration in Brazil –, and the increase of employment levels in Imperatriz. It is worth highlighting that, even though the category “others” had a high volume of cases, it was not possible to create a new category, since all the stories coded as “other” were really different from each other.

The category “economy” in *JMTV 1st edition* had 11.6% of the occurrences (cf Table 9). As an example, we can mention the News story from TV Mirante in the city of São Luís³, which affirmed that Maranhão is the state in the Northeast region that produces the most the manioc. Moreover, there was a news story made by the team from Balsas on the economy of the cities in the Chapada das Mesas National Park.

Table 9 Main themes mentioned in TV newscasts

Categories	<i>JMTV 1st edition</i>		<i>Na Hora D</i>	
	Frequency	Percentual	Frequency	Percentual
Health	6	23.2%	8	17.3%
Education	3	11.5%	5	10.7%
Economy	3	11.5%	5	10.7%
Politics	2	7.7%	4	8.5%
Cultural events	2	7.7%	4	8.5%
Traffic	2	7.7%	4	8.5%
Environment	1	3.8%	3	6.3%
Tragic facts	1	3.8%	2	4.2%
Nature beauties	1	3.8%	2	4.2%
Neighborhood	0	0%	2	4.2%
Culture	0	0%	2	4.2%
Violence	0	0%	1	2.1%
Sports	0	0%	1	2.1%
Others	5	19.3%	4	8.5%
Total	26	100.0%	47	100.0%

³ As mentioned before, cases in which a journalistic piece interested the state of Maranhão were considered to analysis, even though they were produced by another broadcaster.

The category “health” achieved 6.3% of the stories at *Na Hora D*, as we can see in the table 9 above. In this category, the pieces were News stories on the breastfeed and breast milk donation campaign in Imperatriz, and the training of nurses at the macroregional hospital for improving the services to the public. “Education” was present in three stories of *JMTV 1st edition* and five of *Na Hora D*s, pieces that covered the preparation of high school students for exams that give entry to higher education. One of the common topics on “education” between the two newscasts was the claim by teachers of the public-school system in Imperatriz and region about a resource from the Brazilian Fund for Maintenance and Development of Elementary Education and Valorization of Teaching (FUNDEF). Here, we highlight the first case of inter-media agenda-setting that will be discussed later in this article.

Concerning the “Nature beauties” only one story was broadcast in each newscast, and they covered beaches and the Ipe flowering, respectively at *JMTV 1st edition* and *Na Hora D*. On “Politics”, the stories covered the politicians’ agendas or meetings at the city council of Imperatriz. At *JMTV 1st edition* this category had space on 7.7% of the pieces and at *Na Hora D*, 8.5% of the stories were on this theme.

The category “cultural agenda” was added after the data collection, since we noted that both newscasts offered a considerable space for the disclosure of events in Imperatriz, mostly religious events from Protestants and Catholics. The TV newscast of TV Mirante had two stories on that and the newscast from TV Difusora Sul presented five. “Traffic” was a category whose coverage resumed to one piece from each TV newscast in analysis. *JMTV 1st edition* had an edition about the circulation of public transportation in Imperatriz and the surroundings, and *Na Hora D* presented a story on the Disk Traffic, created by the Municipal Secretary of Traffic and Transportation (SETRAN), which reports to SETRAN accidents or traffic violations.

“Violence” aggregated the most stories on murders and cases of violence against women, since in the 7th August 2019 the Brazilian law on Women’s violence protection (popularly named Law Maria da Penha) completed its 13th anniversary. It is worth mentioning that only *Na Hora D* highlighted this date, by broadcasting at least two stories and one interview in the studio about this theme. In “environment”, we had only one journalistic piece in each newscast, and both covered the forest fires in Imperatriz. “Tragic facts” were News on accidents, fires, deaths. The *JMTV 1st edition* broadcast only one story on this theme and *Na Hora D*, two pieces.

The categories “sports” (8.5%), “neighborhood” (4.2%), and “culture” (4.2%) all the stories were broadcast by the newscast of TV Difusora Sul. The first one covered

news on the matches of the Imperatriz team Cavalo de Aço. The second presented problems faced by communities in some neighborhoods of the same city. Finally, the last category had for example the training that some artists from Imperatriz received for a contest that would take place across the Northeast region.

After identifying the main themes on the pieces broadcast by the newscasts, it was important to know which were the approaches offered by the news. The next variable examines the narration or tone of these pieces. The following graphs (Figures 1 and 2) show that the positive tone stood out on the stories from both newscasts. *JMTV 1st edition* had 38.5% (10 cases) of positive coverage and 30.8% (8 cases per category) of negative and neutral stories.

Figure 1 Tone of *JMTV 1st edition* stories **Figure 2** Tone of *Na Hora D* stories

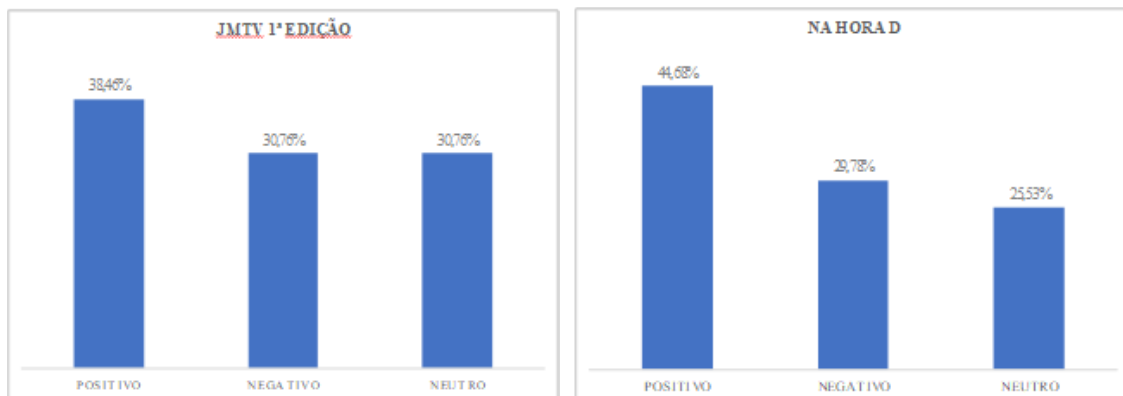


Figure 2 shows that *Na Hora D* had 44.7% (21) of positive pieces, 29.8% (14) negative ones and 25.5% (12) neutral ones. In general, concerning both TV newscasts, the positive stories were those about unemployment decrease in cities, which was a good movement for the regional economy, and news stories on beaches and actions that benefit the whole society. The negative coverage consisted on accidents and problems faced by communities in Imperatriz. The neutral pieces were those that covered religious events, or city council meetings, without expressing any bias that could be positive or negative for the population. We found that the frame given to the stories was balanced between the three tones of news.

Based on these findings, it is important to discuss if the media agenda of the two newscasts during the period selected for analysis had common interests, having as main assumption the inter-media agenda-setting stated by McCombs (2009).

During the week analyzed, we observed only three cases of inter-media agenda-setting. On the 6th August 2019, the *JMTV 1st edition* interviewed in the TV studio the

legal advisor to the Civil Construction Industries Union of Maranhão (SINDUSCON) about an event aimed at industry entrepreneurs in general to debate the difficulties encountered in the business. The day after, the Na Hora D covered the same topic, and switched only the form of the news (link instead of interview).

Another case found was the news story on the 7th August at Na Hora D about the claims from the public-school system teachers on the resource from the the Brazilian Fund for Maintenance and Development of Elementary Education and Valorization of Teaching (FUNDEF). On the 8th August, the newscast from TV Mirante included the same topic in its broadcasting.

Finally, on the 8th August, the JMTV 1st edition broadcast a news story on the forest fires in Imperatriz, and in the day after the Na Hora D also portrayed the theme in its schedule. All of these pieces received almost the same frames and approaches. Besides, there were also the same theme covered in the same day by both newscasts. In this case, we cannot consider as inter-media agenda-setting phenomenon.

It is possible to observe some cases in which there was an inter-media agenda-setting, but the period in analysis does not provide means for confirm that tendency between the newscasts from Imperatriz. We would need to select a larger period of analysis and a combination of other research techniques to understand the news construction process and the media agenda of these regional newscasts. Furthermore, McCombs (2009) points out that there are short, medium, and long-term effects for the agenda-setting, each location has its specificities, and for the agenda-setting to happen it is necessary to observe social contexts and realities. Another fact that influences this process is the *modus operandi* of journalistic organizations. For example, TV Mirante in Imperatriz reaches cities that TV Difusora Sul does not reach, and vice-versa, so they naturally will present dissimilar news.

Anyway, it was noticed that stories about the city of Imperatriz are often portrayed in a similar way, which makes the local media redundant. McCombs (2009, p.191) predicted that in cases of inter-media agenda-setting “the elements of an issue presented by the media [...] shape our perspective and our opinion”, and when a topic with the same frame is portrayed in more than one communication organization it is “confirmed” and taken for the unique and true one. We understand that it is not necessarily bad if a topic appears in more than one news coverage, but it has to bring biases and plural voices. In the next section, we discuss the main findings of this research.

Conclusion

This article aimed to study how the inter-media agenda-setting happens between two regional TV newscasts from Imperatriz, Maranhão (Brazil): *JMTV 1st edition*, from TV Mirante corporation, and *Na Hora D*, from TV Difusora Sul. This discussion based on the need to analyze the agenda-setting levels listed by McCombs (2009), since this researcher reports that this phenomenon depends on the whole social construction and reality from each locality. Moreover, we aimed to understand how TV newscasts considered regional ones guide the news that allegedly should cover all the cities reached by the signal of these broadcast companies.

The main findings of this research show that there is a limitation in the regional media proposal. Both TV newscasts promise to cover a certain number of cities in Maranhão and even outside this state – *Na Hora D* reaches some cities from the state of Tocantins –, but most of the cities is not covered by the media agenda of these newscasts. Furthermore, there are cases in which the newscast offers considerable time for stories on other cities covered by other affiliates of the companies. This is the case of *JMTV 1st edition*, which dedicates 19 out of 40 minutes, average, of its daily time on air to news on municipalities out of its geographic scope of coverage.

Concerning the framing on the news from these newscasts, there was a balance among positive, negative, and neutral tones. There are some criteria for producing the news, of course, and their news-values will guide this construction process. In this case, we did not see a problem in relation to the attributes offered to the articles published in the period of analysis. On the themes, we concluded that the TV newscast *Na Hora D* has a more varied menu. This may be related to the fact that its length is longer than that of *JMTV 1st edition*.

Regarding the inter-media agenda-setting, we found three cases between the newscasts broadcast by one of them in a day, and replicated by the other newscast in the day after, by using similar frames and approaches. It is worth noting that the period in analysis does not give us subsidies to confirm completely the phenomenon in the cases analyzed. However, this research makes room for discussions and further research. We understand that it is possible, since we use a combination of new techniques of analysis that allow us to see the phenomenon in a more comprehensive view.

Last, what we could learn from this research is that the regional media proposal is not adequately adopted by the two TV newscasts. The *Na Hora D* limits itself to cover topics on the city where its station is located, and maybe that is why it is better to cover

an area that does not need a team shift. The *JMTV 1st edition* receives and broadcasts several pieces on other cities in Maranhão that are out of its geographic scope, apparently because it is more comfortable to have a material already produced by other stations of the Mirante organization. These points are some of the questions that could be answer for further research on the problem.

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RESUMO:

Este artigo tem por objetivo investigar o interagendamento entre os telejornais JMTV 1ª edição, da TV Mirante, e o Na Hora D, da TV Difusora Sul, ambos da cidade de Imperatriz, no Maranhão. Para essa proposta, foram abordados a teoria do agendamento e a perspectiva de mídia regional e local no âmbito televisivo. Metodologicamente, este artigo está ancorado na análise de conteúdo quantitativa, e possui um corpus de 73 matérias analisadas dos dois telejornais, 26 do JMTV e 47 do Na Hora D – durante a primeira semana do mês de agosto de 2019. Sobre os principais achados da pesquisa, tem-se uma limitação no que é proposto sobre regionalismo e percebeu-se que, no período de análise, houve interagendamento midiático entre os dois telejornais.

PALAVRAS-CHAVE: Telejornalismo; Mídia regional; Interagendamento; JMTV 1ª edição; Na hora D.

RESUMEN:

Este artículo tiene como objetivo investigar la interprogramación entre los programas de televisión JMTV 1st edition, de TV Mirante, y Na Hora D, de TV Difusora Sul, ambos de la ciudad de Imperatriz, en Maranhão. Para esta propuesta, se abordaron la teoría de la programación y la perspectiva de los medios regionales y locales en la televisión. Metodológicamente, este artículo está anclado en el análisis de contenido cuantitativo y tiene un corpus de 73 artículos analizados de los dos noticieros, 26 de JMTV y 47 de Na Hora D, durante la primera semana de agosto de 2019. Acerca de los principales hallazgos de En la investigación, hay una limitación en lo que se propone sobre el regionalismo y se notó que, durante el período de análisis, hubo un acuerdo de los medios entre los dos noticieros.

PALABRAS-CLAVES: Teleperiodismo; Medios regionales; Interprogramación; JMTV primera edición; En el momento D.