



### Caso 1 – Turno 1

1 - Leia o seguinte texto:

Television news is big business. Satellite and cable, as well as developments in terrestrial transmission, have all helped to boost the popularity of 24-hour news services. But news perishes fast. A daily newspaper delivered one day late is practically worthless. This is why broadcasting organizations like the BBC have to ensure that up-to-date news is delivered on time, every time. The BBC's ability to achieve high levels of dependability is made possible by the technology employed in news gathering and editing. At one time news editors would have to schedule a videotaped report to start its countdown five seconds prior to its broadcasting time. With new technology the video can be started from a freeze-frame and will broadcast the instant the command to play is given. The team has faith in the dependability of the process. In addition, technology allows them the flexibility to achieve dependability, even when news stories break just before transmission. In the hours before scheduled transmission, journalists and editors prepare an 'inventory' of news items stored electronically. The presenter will prepare his or her commentary on the Autocue and each item will be timed to the second. If the team needs to make a short-term adjustment to the planned schedule, the news studio's technology allows the editors to take broadcasts live from journalists at their locations, on satellite 'takes', directly into the programme. Editors can even type news reports directly onto the Autocue for the presenter to read as they are typed – nerve-racking, but it keeps the programme on time.



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2 – Responda às seguintes questões:

- Considerando os cinco objectivos de performance identifique qual o papel de cada um deles na gestão de operações de um telejornal.
- Como é que estes objectivos se interligam entre si? Qual a influência de cada um deles nos restantes?
- Com base no texto e nas respostas às perguntas anteriores, classifique o nível de evolução desta empresa. Justifique.