

THE WHO, WHAT, and WHY OF MEG

WHO IS MEG?

MEG consists of 3 Designed Groups that have contributed to the development and success of MEG over the past 13 years.

- 1) **The Volunteer TV News Data Entry Group** documents and enters negative and positive TV news reports about the African-American community into the MEG Database, daily.
- 2) **The Former/Retired TV News Employees and Journalists Group** serves as Advisors to MEG who volunteers their expertise as individuals who have worked in every aspect of TV news operations.
- 3) **The Community Leadership Group** is comprised of non-partisan organizations that represent thousands of households of TV news viewers throughout Chicago, Cook County, and Illinois. This group also helps to organize “Roundtable Discussions” between MEG and the TV News Executives of Chicago TV stations. Ask about at megreply@gmail.com.

WHAT IS THE MEG OPERATION?

The MEG “Volunteer Data Entry Group” watches the 5pm, 6pm, 9pm, and 10pm newscasts of Chicago’s five TV news stations and documents TV news stories related to the African-American community. The stations include Channels 2, 5, 7, 9, and 32. This group’s work started in August 2009 and continues to be performed daily, seven days a week ongoing.

The most relevant news stories are then extracted from each newscast and entered into MEG Database, and when necessary, forwarded to MEG’s “Journalist Group” for further review and critique. As of today, the MEG Database consists of more than 37,000 news stories that have had either a *negative* or *positive* impact on African-Americans. News stories in MEG’s Database can be made available to the public via written requests.

ONGOING MEETINGS BETWEEN MEG and TV NEWS EXECUTIVES

In November 2019, MEG, and TV News Executive from all five Chicago broadcast TV news stations agreed to have ongoing meetings to discuss MEG’s critiques and findings. This partnership has achieved significant and necessary changes in how the African-American community is portrayed today in TV news coverage.

WHY IS MEG NEEDED?

MEG helps the public to identify questionable TV news reporting as well as provides a formidable recourse to correct it.

In the past, when local broadcast TV News stations reported inaccurate news stories, victims had no viable recourse to combat them; or were afforded a means to correct the damage these stories caused to their lives. Most people do not know how to detail their complaints against TV news stations when they are the subject of inaccurate reporting. Nor do they know the best way to construct an effective recourse to stop such reports from continuing.

FOR UPDATES and MORE INFORMATION EMAIL MEG AT: megreply@gmail.com