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Fox News: Suzanne Scott

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“Fair and Balanced”

CEO of Fox News, Suzanne Scott

The “Right” Side of the Aisle

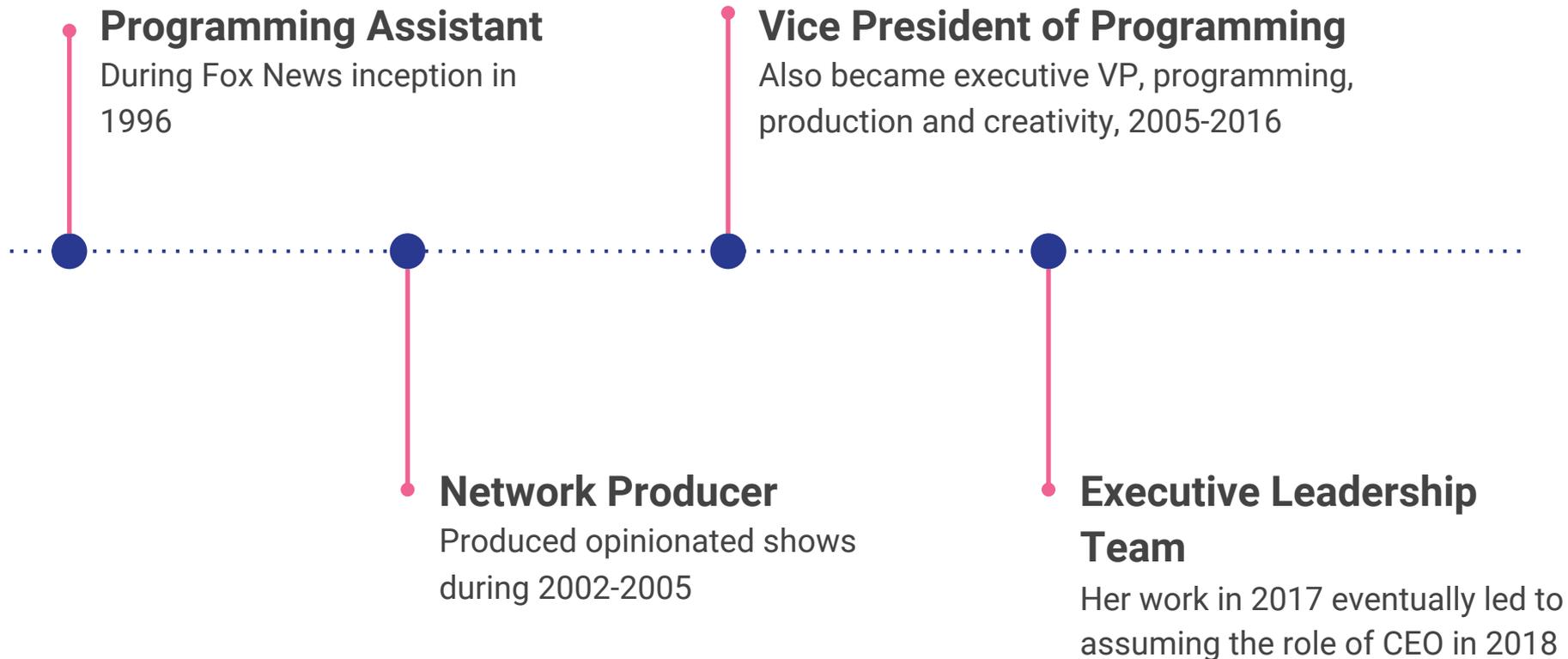
- **Founded in 1996 by Rupert Murdoch as a basic and satellite cable news program**
- **Since 2002, top rated news channel in the United States**
 - **Surpasses media giants CNN, NBC, ABC, MSNBC**
- **Targets primarily right wing conservatives**
 - **Demographically targets a mid to late aged audience**
- **Suzanne Scott is the second CEO behind Roger Ailes**
- **Presence in all forms of media**
 - **Including radio, TV, Sirius XM, mobile applications, online and print**



Suzanne Scott

- **Originally worked as executive assistant at CNBC**
 - **Graduate of American University with a degree in Political Science**
 - **Began her Fox News career overseeing opinionated shows**
 - **First female CEO at Fox News**
 - **The ONLY female in charge of a major TV news organization**
-

Employment History at Fox News



The Fall of Roger Ailes and Assumed Difficulties

- **Roger Ailes was the original CEO hired by Murdoch in 1996**
 - **In the summer of 2016, 23 women alleged Ailes of sexual misconducts and assault**
 - **Ailes was a long time media consultant for multiple U.S. President's before his tenure at Fox News**
 - **He died in 2017**
- **Ms. Scott assumed the role in 2018, and was tasked with repairing a broken image of news leadership**
- **Since the allegations in 2016, Ms. Scott, as an executive of programming, led an effort to expand the company's programming to anchor and host women**
 - **Since Fall of 2017, Fox News is responsible for having more women host and anchor programs, beating out every other TV news programs**

So why her?

Throughout the fallout of Roger Ailes, Fox News has an image to retain. Did they hire Suzanne Scott as CEO simply as a Public Relations headline?



Different Management Philosophies

Financial Management Philosophy

- 1. Public Responsibility**
 - a. As a news organization, Suzanne Scott and Fox News have a journalistic duty to uphold
 - b. Collect, analyze, and present
 - c. But, isn't Fox News right winged?
- 2. Profit Maximization**
 - a. Fox News knows their audience
 - b. American flags, red white and blue aesthetic
 - c. Our current President and past republican presidents
 - d. Please the right wing and silent majority

Management Philosophy

1. **Rebuilding the image**
 - a. **The fallout of Roger Ailes tarnished Fox News as misogynistic**
2. **A shift to human relations approach**
 - a. **Emphasized employee attitudes and behaviors, especially executive members**
3. **Opinion Ideology**
 - a. **Opinion over “just the facts”**

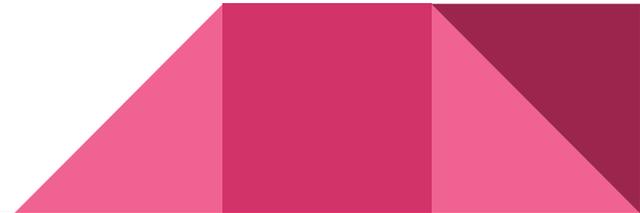
“The Insanely Simple Plan”

-NY Post on Suzanne Scott's
Fox News business model

1. Sell excess assets to Disney
 - a. Entertainment and film
 2. Focus on live television
 - a. 70% content, 30% advertisement
 - b. “Lead in Live over anytime viewing”
 3. News, breaking news, local news, opinionated news
-

The Future of Fox News is Clear...

- **Fox News is suspected as a right wing affiliate**
 - This is not new, many news organizations cater to a political party and our current President
- **Emphasis on employee relations**
 - Creating new opportunities for women to lead and host shows on the top rated cable network
- **They will continue to produce and emphasize opinionated shows**
 - Shows like Tucker Carlson, Fox and Friends, Shepard Smith, The Ingraham Angle, Martha Maccallum, The Five
- **Lead the way in live television news**



Should You Watch the News?

The simple answer is yes. But, hopefully, you know that agenda reigns supreme when it comes to news. Whether it is Fox News, CNN, MSNBC, CNBC, ABC or others, cable news tends to follow in suit with their own agenda. Whether that is bashing the president or supporting him, news organizations are simply catering toward their target audience to simply, make money. So do your homework, get informed, and listen to multiple opinions. Whether it is left, right, up, down, or sideways, being informed to formulate your own personal opinion is what makes our country unique. Generating healthy discourse between each other doesn't separate us, but actually bonds us together.

