

Twitter, they can turn to those organizations for more facts, context, depth, and, hopefully, assurance that the facts being reported are actually true.

Vine is far more than just porn and cat gifs. It just so happens that the porn industry and cat lovers are the earliest adopters in any new medium. Same happened for the Web, same happened for online video, and same happened for online payments. The news industry will be a little further behind, but not by much. Once journalists, editors, and producers catch up to the porn innovators, *Vine* will help *Twitter* become a critical part of the news infrastructure.

Hamish McKenzie

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Silver Circle Profile: Claud Mann



GOLD & SILVER CIRCLE PROFILES

by Kevin Wing



To a younger generation of broadcast journalists in the Bay Area who perhaps do not recognize the name **Claud Mann, Jr.**, he was a distinguished broadcast journalist whose 25 years as a reporter, anchor and producer at KTVU Channel 2 played a significant role in the growth of local television news throughout the 1960s and 1970s.

Mann, who was 82 when he died in 2008, was inducted into the *Silver Circle* of the San Francisco/Northern California Chapter of the National Academy of Television Arts and Sciences in 1988. He was one of Bay Area television's true pioneers.

Born in 1925 on Galveston Island, Texas, Mann was in his early 20s when he entered broadcasting in 1946, joining Houston radio station KPRC.

While his career took off at KPRC, his personal life did, too. He met a young pianist there, **Loris Lea Padgett**, and they married three months later.

Mann received his undergraduate degree from the University of Houston, then moved to California to attend UC Berkeley, where he studied journalism on a Ford Foundation grant.

His California television career began in the news department at KSBW, in Salinas. From there, he moved to KXTV in Sacramento.

But, it was at KTVU in Oakland where his significant contributions to the Bay Area's fast-growing television news industry sealed his place in the history of broadcasting in northern California.

In 1962, Mann joined KTVU's Jack London Square studios. He wore many hats during his 25 years at the Oakland independent station (it became a charter Fox affiliate in 1986, one year before Mann retired from the station), working as a producer, writer, reporter, anchor and commentator.

As the 1960s moved forward, so did KTVU, and Mann was instrumental in building up the station's news department.

In the 1970s until 1986, Mann was very recognizable as one of the station's news anchors. He last anchored the station's weekend edition of its flagship *The 10 o'clock News* with co-anchor **Elaine Corral** until 1986.

Mann's outstanding work was recognized through the years. He won five Emmy® awards for his work in 1975, 1976, 1977, 1979 and 1981.

His other honors included the John Swett Award for outstanding educational coverage, along with official commendations from the State Department, the California Legislature and the cities of Oakland and San Francisco.

In 1987, after 25 years as a very familiar face at KTVU, Mann decided it was time to retire. But, retirement did not last long. Southern California came calling the following year in the form of a small independent station, KTIE in Oxnard, which hired him as its news director and producer.

Mann's stay at KTIE was short-lived, and he and his wife relocated to Washington State to be closer to family. Retiring to Washington State did not seem to be a traditional retirement for someone who was, at that time, only 63 years old. Mann became busier than ever, spending the next 20 years working in a variety of positions as a freelance writer, producer, public information specialist for the Seattle-King County Health Department's AIDS Task Force, and, as a journalism instructor at South Seattle and Highline community colleges.

Ever the broadcaster, Mann also continued radio and voiceover work, and for many years, he became known as the voice of Seattle's Swedish Hospital.

Mann attributed his success in television journalism to his genuine interest in learning about people, telling their stories and learning about the world around him.

When Mann wasn't working, he spent his life immersed in music, theater, politics, literature and art.

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