

HOW TO READ THE NEWS (QUICKLY!)

**SURVEY OF PROFESSIONAL MEDIA
LINDENWOOD UNIVERSITY
FALL 2016**

How Media Professionals Monitor the Media

NEWS WEBSITES

stltoday.com

boston.com

FREQUENTLY UPDATED,
CURATED BY HUMANS.

NEWS AGGREGATORS

Google news

REAL TIME
FEEDS OF CONTENT,
CURATED BY ALGORITHMS.

NEWS ORG SOCIAL ACCOUNTS

FREQUENTLY UPDATED/REAL TIME
FEEDS OF CONTENT
ON SOCIAL WEBSITES OR APPS,
CURATED BY HUMANS.

NEWS MONITORING SERVICES

CISION
Power your story.

Meltwater
Outside Insight

FREQUENTLY UPDATED
SEARCHABLE DATABASE
OF CURRENT PUBLICATIONS
& BROADCASTS

NEWS WEBSITES

SERVE SPECIFIC AUDIENCES

News websites are designed to provide information to specific audiences, presenting a view of the world that caters to their needs and perspective.

- Geographic (St. Louis Post-Dispatch)
- Topics (sports, fashion, entertainment, industries...)
- Lifestyles and Viewpoints (LGBTQ, Religions, Liberal/Conservative)
- OR a combination of the above, like the St. Louis Business Journal.

CURATED BY HUMANS

These pages are curated by people who earn a living serving their audiences with timely, interesting information. They have a good sense of what is important to their audience and what the hierarchical order of content on the homepage should be at any given time.

FREQUENTLY UPDATED

News websites are frequently updated, but not in real time. Writing web headlines and display copy, selecting images, etc. takes time. Even the smallest news websites are usually updated at least several times per day.

"TOP OF THE FOLD"

St. Jude Dream Home Giveaway Don't miss your chance! Get Tickets ⌂ Close

St. Jude patient Nicholas

St. Jude Dream Home Giveaway

WIN A HOUSE

and help save the lives of patients, like Nicholas.

Giveaway is tomorrow!

Get Tickets

St. Jude Children's Research Hospital

ST. LOUIS POST-DISPATCH

News Sports Business Gol Life Buy/Sell

72°

MENU

Energize Your Business Create a professional website. Custom domain Hundreds of themes Expert support From \$5.99 a month! AdChoices GET STARTED TODAY! WordPress.com

Cardinals squeak by Brewers

Mizzou under fire after 6 dogs used for research are killed

Stenger proposes studying MetroLink expansion through Ferguson

SEC awards \$22 million to Monsanto whistleblower

The local legends of St. Louis television

Most Important Stories At That Moment, According to Human Editor Who Knows Audience

"BELOW THE FOLD"

Second Most Important Stories



ST. LOUIS POST-DISPATCH MENU News Sports Business Gol Life Buy/Sell 72°

<p>Ortiz: St. Louis fans can get peek into Hall of Fame</p>  <p>POST-DISPATCH ARCHIVES 1904: Thomas J. Hicks wins the Olympic marathon.</p>	<p>Legislation to raise St. Louis County tobacco purchase age to 21 gains momentum</p>  <p>NATION Islamic State group says spokesman killed in Syria</p>	<p>Former federal prison worker in Illinois gets 4 months for smuggling tobacco, phones to inmate</p>  <p>BUSINESS Express Scripts promises clients caps on diabetes spending</p>
 <p>BUSINESS Downtown St. Louis 'never done redeveloping,' Kelley says</p>	 <p>LAW AND ORDER Did protester intentionally wipe pepper spray on St. Louis police chief? Jury hears case</p>	 <p>POLITICAL FIX St. Charles County likely to join prescription drug monitoring program</p>
 <p>OBITUARY Police ID man killed in hit-and-run near I-270 in</p>	 <p>OBITUARY Obama commutes terms of 111 more federal prisoners, including five from St. Louis</p>	 <p>OBITUARY St. Louis County lawmaker vows to continue push for a ban on texting while driving</p>

Latest news

Bethalto man dead after cutting himself trying to break into his own home

Pig wrapped in a blanket after running loose on busy Page Avenue

Suspect who pulled gun on Desloge, Mo. officer arrested

Cards conure 2-1 victory in 10th on Wainwright's birthday

Festus High student suspended after holding up Trump sign at school pep assembly

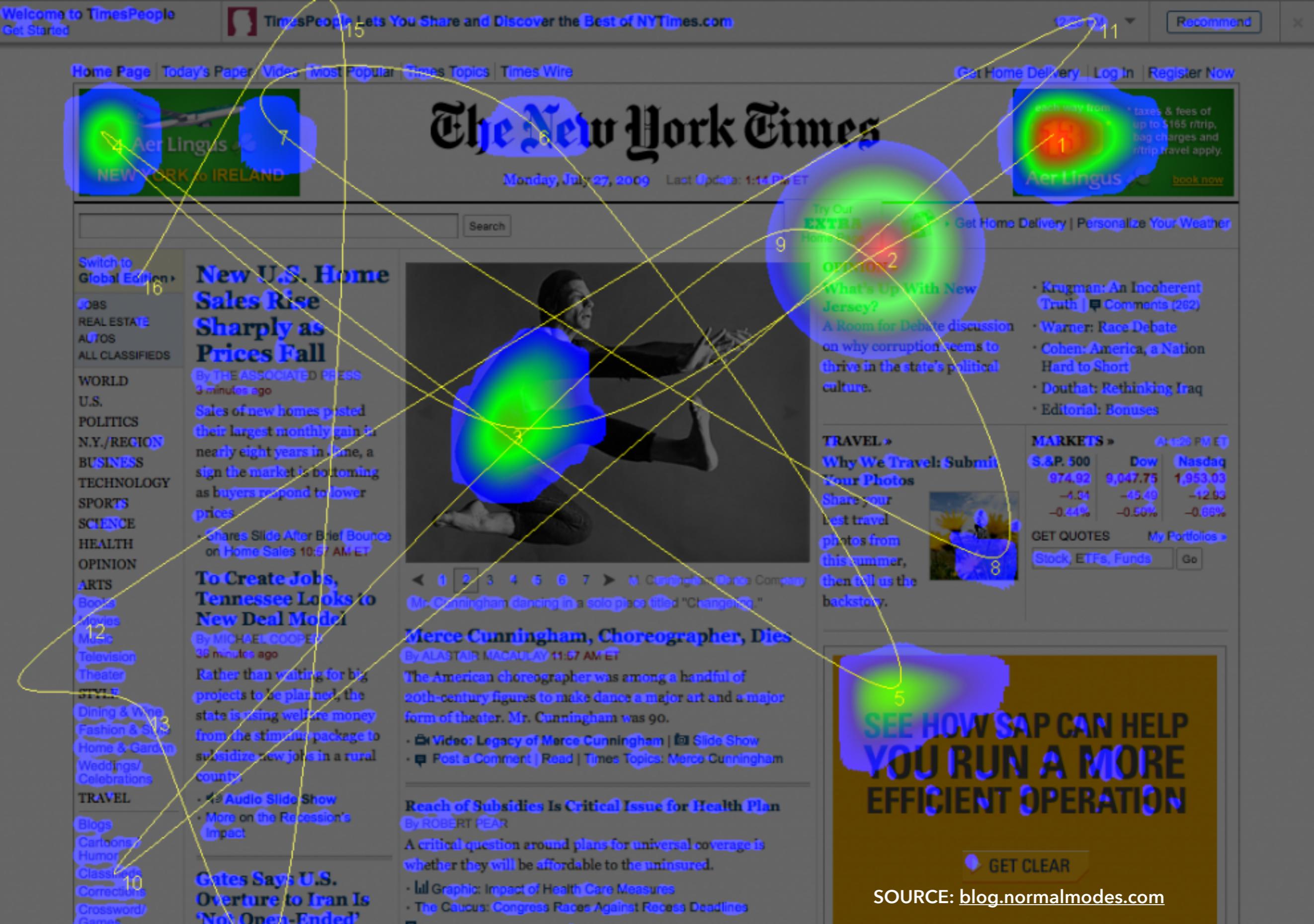
Police looking for two suspects in connection with armed robbery of Clayton Walgreens

'Grimm' will end run on NBC

Third Most Important Stories



EYE TRACKING RESEARCH



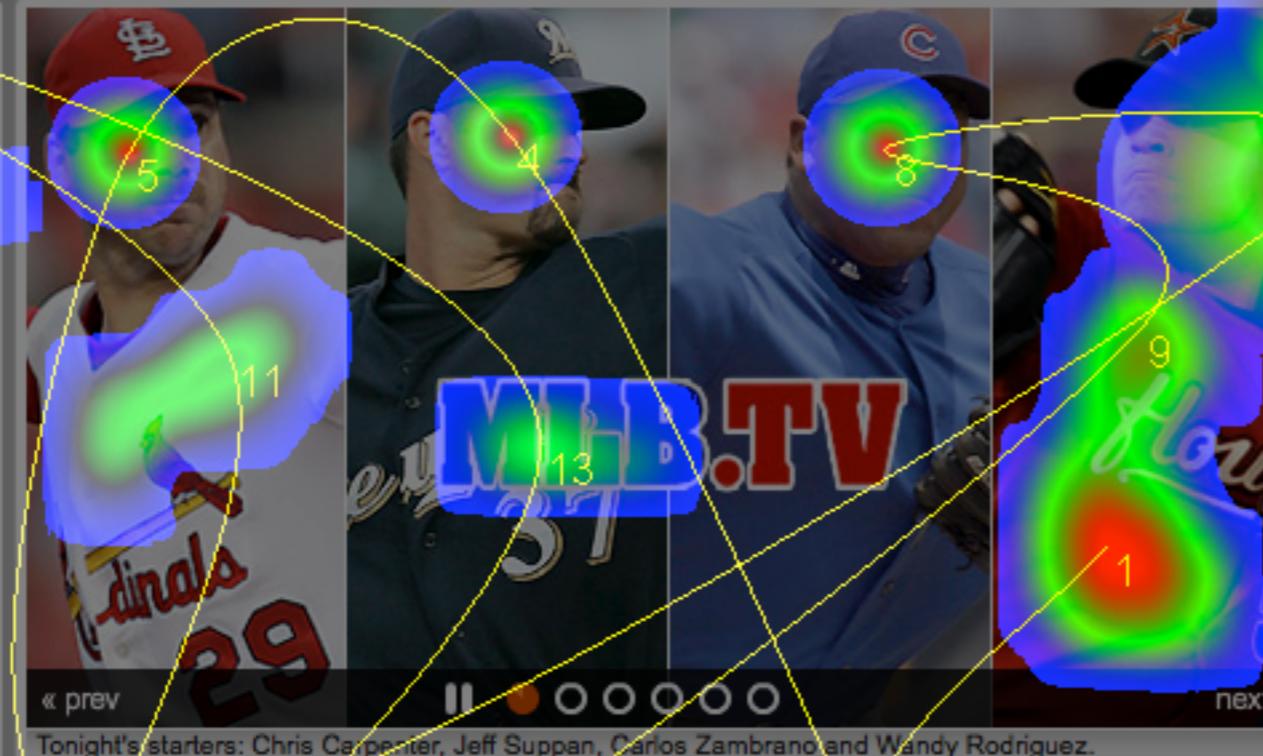


POWERED BY Sun microsystems

[Team Sites](#) | [Scoreboard](#) | [Standings](#) | [Stats](#) | [Schedule](#) | [Players](#) | [News](#) | [Audio & Video](#) | [Fantasy](#) | [Tickets](#) | [Shop](#) | [Mobile](#) | [Auction](#) | [More...](#)
THE SEASON IS IN FULL SWING! ARE YOU IN THE GAME?
[BUY TICKETS NOW »](#)[MLB.com](#)**MONDAY**

SUN SCORES

LIVE	SCHEDULE	FINAL	ALL TIMES ET
KC	-	BAL	- 7:05 PM PREVIEWS
NYY	-	TB	- 7:08 PM PREVIEWS
COL	-	NYM	- 7:10 PM PREVIEWS
LAD	-	STL	- 7:10 PM PREVIEWS
OAK	-	BOS	- 7:10 PM PREVIEWS
SD	-	CIN	- 7:10 PM PREVIEWS
DET	-	TEX	- 8:05 PM PREVIEWS
HOU	-	CHC	- 8:05 PM PREVIEWS
WSH	-	MIL	- 8:05 PM PREVIEWS
CWS	-	MIN	- 8:10 PM PREVIEWS
PHI	-	ARI	- 9:40 PM PREVIEWS
CLE	-	LAA	- 10:05 PM PREVIEWS
TOR	-	SER	- 10:10 PM PREVIEWS
PIT	-	SF	- 10:15 PM PREVIEWS



Sorting out NL Central will not be an easy task

The **Cubs** are the new leaders, but now they have to take on **second-half specialist Houston**. Meanwhile, the **Cardinals** must face the NL-best **Dodgers**, while the **Brewers** draw the Nats.

• [Watch every game live on MLB.TV & MLB.TV Premium](#) • [Probables](#) • [Standings](#)

**GAMES OF: 07**

15

27

GO

THE SEASON IS IN FULL SWING!
ARE YOU IN THE GAME?
[BUY TICKETS NOW »](#)

14

[MLB.com](#)
[Highlights](#) | [MLB Network](#) | [MLB.TV](#)
[07.26.09: MLB.com FastCast: Rickey and Rice inducted](#)
[07.26.09: Top 5 Plays: Byrd takes flight for one](#)
[Newest Hall members have their day in Cooperstown](#)
HEADLINES

- Red Sox brass not ruling out more dealing
- Rickey, Rice take rightful places in Hall
- Phils' Halladay counteroffer rejected
- Harden's gem vaults Cubs into first place
- Fantasy Rundown: Pedro stays on track
- Daily News: Rose eligibility under review

[All Headlines »](#)

Want to view your favorite team's headlines?

Select Favorite Team

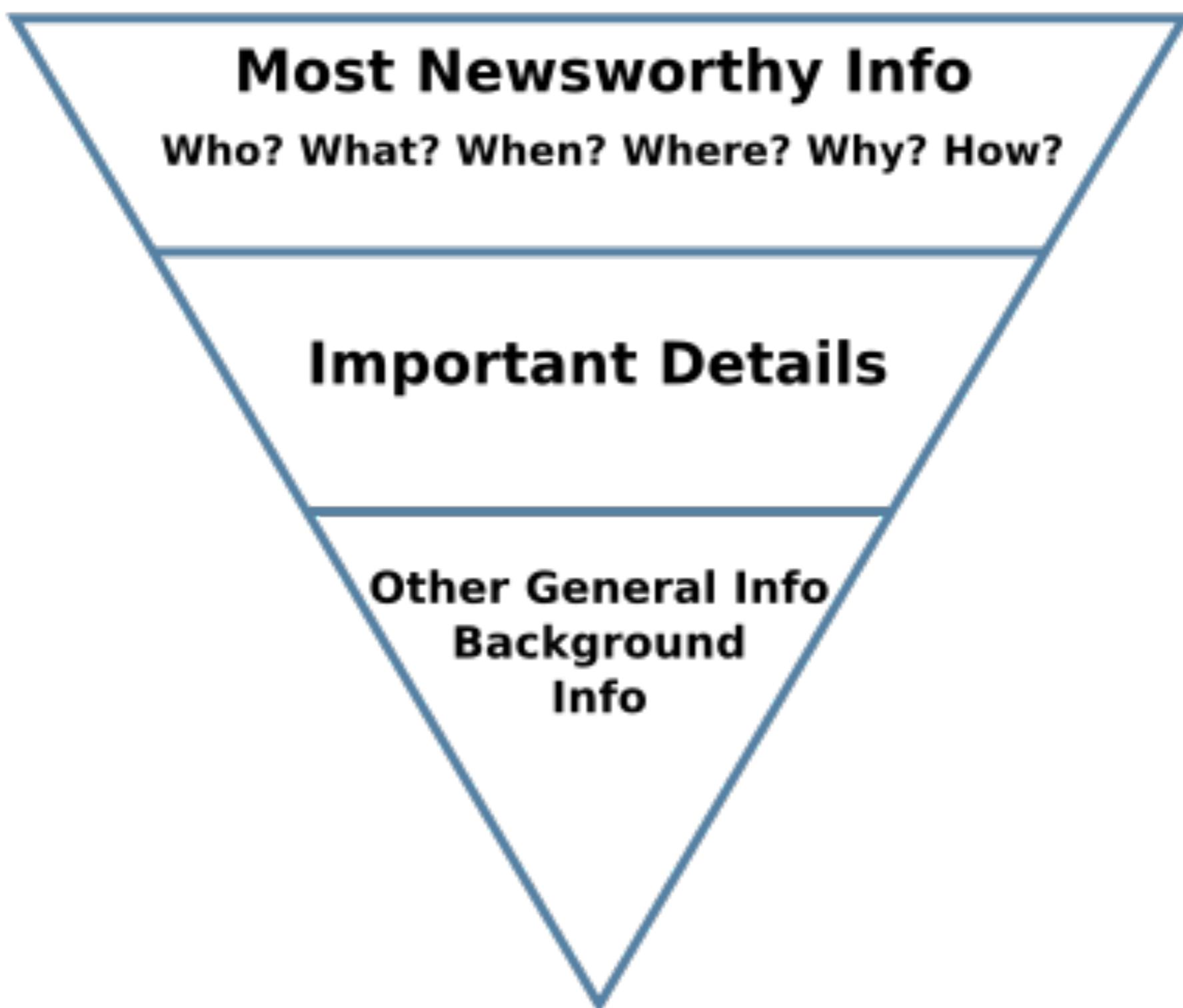
[MLB.com](#)[StubHub!](#)

Choose the game,
and the seats,
you want!

[Buy/Sell Tickets »](#)**SHOP****Perfect Game!**

Commemorate
Mark Buehrle's
accomplishment
and shop tees,
jerseys,

THE INVERTED PYRAMID WRITING STYLE



NEWS AGGREGATORS

CURATED BY ROBOTS

Actually algorithms. Most popular is Google News, which has a patent on its process for trending news selection and importance ranking. Aggregators mine the output of news organizations and blogs in real time and decide whether or not to include them in their feed or not. A variety of factors influence this, like the size of a the news organization producing the content, how new and original the content is, and its popularity on other websites.

A VARIETY OF SOURCES IN (ALMOST) REAL TIME

Aggregator algorithms select news for inclusion in its feed from a variety of local, national, and international news websites and blogs. The sources of information are much wider compared to what you would see on a news organization's website. Aggregators "grab" and repost content shortly (within minutes) after it is published.

CUSTOMIZABLE

You can look at an aggregator to see what stories are generally trending in the world, but you can also control what topics you see stories about. If you want more stories about American politics in your news feed, you adjust a setting and your feed will include more of that type of content. If you do not want to read sports stories, for example, you can opt out of seeing that type content with a click of a button.

NEWS MONITORING SERVICES

GOOD FOR FOLLOWING SPECIFIC TOPICS

News monitoring services like Cision and MeltWater round up news on specific topics into reports by mining a database of recent news publications and broadcasts from almost all major news organizations. Almost every large company's public relation department (or PR agency they hire) uses a service like this to follow the progress of their efforts and what the media is saying about their company.

EXPENSIVE, NOT FAST

It's helpful to have a summary of all news articles written on a certain topic in a given time period, but this information is not typically available in real time. The reports generated by these services are often used to gauge PR campaign performance, to keep watch over a company's image, or develop intelligence on trends and competitors. It costs A LOT of money to get access to these services.

Plan your campaign ▾ Connect with the media ▾ Monitor coverage ▾ Analyze results ▾

Home Coverage

Filters Edit Create Display settings

Select All Delete Selected Remove from list Add To Assign Match Change Agent

Displaying 1-25 of 27 items, 0 Selected

Page 1 of 2 | Next >

<input type="checkbox"/> Text Search
<input type="checkbox"/> Subscriptions
<input type="checkbox"/> Date
<input type="checkbox"/> Media
<input type="checkbox"/> Print
<input type="checkbox"/> Daily Newspapers
<input type="checkbox"/> Community Newspapers
<input type="checkbox"/> Magazines
<input type="checkbox"/> Broadcast
<input type="checkbox"/> TV
<input type="checkbox"/> Radio
<input type="checkbox"/> Internet
<input type="checkbox"/> News Web Sites
<input type="checkbox"/> Online Version
<input type="checkbox"/> Blogs
<input type="checkbox"/> Forums
<input type="checkbox"/> Microblogs
<input type="checkbox"/> Photo/Video Sharing Sites
<input type="checkbox"/> Social Networking Sites
<input type="checkbox"/> Other
<input type="checkbox"/> News Services
<input type="checkbox"/> Industry Research Firms
<input type="checkbox"/> Freelancers
<input type="checkbox"/> Associations
<input type="checkbox"/> Other Media Type
<input type="checkbox"/> Purchased Broadcast
<input type="checkbox"/> Top News Items
<input type="checkbox"/> Analytics Tags
<input type="checkbox"/> Monitor Tags

<input type="checkbox"/> Media Type	<input type="checkbox"/> Publicity Value	<input type="checkbox"/> Outlet	<input type="checkbox"/> Title/Program	<input type="checkbox"/> Date Received	<input type="checkbox"/> Media Group
<input type="checkbox"/> Social Networking Sites	\$109.42 USD	▶ twitter.com	▶ TWEET FROM: worldsmall	12/16/2010	Internet
<input type="checkbox"/> Social Networking Sites	\$21.25 USD	▶ twitter.com	▶ TWEET FROM: bangdul3311	12/16/2010	Internet
<input type="checkbox"/> Online Broadcast Version	\$20.34 USD	▶ WDAM.com	▶ Nikon Teams with National Geographi...	12/16/2010	Internet
<input type="checkbox"/> Daily Newspaper	\$331.52 USD	▶ San Francisco Examiner	▶ holiday gift guide (see image)	12/16/2010	Print
<input type="checkbox"/> Social Networking Sites	\$31.15 USD	▶ www.facebook.com	▶ Post from CompUSA	12/16/2010	Internet
<input type="checkbox"/> Photo/Video Sharing Sites	\$16.20 USD	▶ youtube.com	▶ photography taken by me... just me...	12/16/2010	Internet
<input type="checkbox"/> Social Networking Sites	\$19.31 USD	▶ www.facebook.com	▶ Post from My City Mommy	12/16/2010	Internet
<input type="checkbox"/> Photo/Video Sharing Sites	\$22.74 USD	▶ youtube.com	▶ Olympus X-560WP - Digital...	12/16/2010	Internet
<input type="checkbox"/> Forums	\$18.69 USD	▶ www.disboards.com	▶ Canon SD1400 IS 14MP 4x D...	12/16/2010	Internet
<input type="checkbox"/> Forums	\$39.87 USD	▶ hn.naver.com	▶ 불길오한 프로그램 제거	12/15/2010	Internet
<input type="checkbox"/> Blogs	\$1,125.47 USD	▶ Gadling	▶ Gadling travel blog news, stor...	12/15/2010	Internet
<input type="checkbox"/> Online Print Version	\$55.91 USD	▶ Gulf News	▶ Gadget gift options this season	12/14/2010	Internet
<input type="checkbox"/> Forums	\$57.63 USD	▶ forums.moneysavingexpert.com	▶ E: 24/12 Win Trunkie suitcase or	12/14/2010	Internet
<input type="checkbox"/> Blogs	\$1,872.07 USD	▶ Today @ PC World	▶ 35 Years of the Digital Camera - PC...	12/14/2010	Internet
<input type="checkbox"/> Cable Network Show	\$42,793.80 USD	▶ G4	▶ Attack of the Show	12/13/2010	Broadcast
<input type="checkbox"/> Blogs	\$121.41 USD	▶ Photography Blog	▶ Remote Controlled 5D Mark II Shoots...	12/11/2010	Internet
<input type="checkbox"/> Television Syndicated Show	\$63,050.81 USD	▶ Telepictures Productions	▶ Extra	12/10/2010	Broadcast
<input type="checkbox"/> Cable Network Show	\$247,314.59 USD	▶ Hallmark Channel	▶ The Martha Stewart Show	12/10/2010	Broadcast
<input type="checkbox"/> Blogs	\$243.20 USD	▶ Technologizer	▶ Nothing Is Forever: Tech Products I...	12/10/2010	Internet
<input type="checkbox"/> Cable Network Show	\$255,000.00 USD	▶ E! Entertainment Television	▶ E! News Live	12/10/2010	Broadcast
<input type="checkbox"/> Blogs	\$452.87 USD	▶ VoIP & Gadgets Blog	▶ VoIP & Gadgets Blog	12/09/2010	Internet
<input type="checkbox"/> Blogs	\$1,412.75 USD	▶ The Unofficial Apple Weblog	▶ Finder -- TUAW	12/09/2010	Internet
<input type="checkbox"/> Blogs	\$6,460.47 USD	▶ Celebrity News Examiner	▶ National Internet Articles, Nationa...	12/07/2010	Internet
<input type="checkbox"/> Blogs	\$147.19 USD	▶ Photography Blog	▶ Digital Compact Cameras Photograp...	12/03/2010	Internet
<input type="checkbox"/> Television Network Show	\$34,633.46 USD	▶ NBC Television Network	▶ Today Show 10am	11/22/2010	Broadcast

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NEWS ORG SOCIAL ACCTS

FAST, BUT LIMITED

News organizations' social media accounts are great for following breaking news and stories with many updates, like the recent Dallas shootings. Not every story a news organization produces is posted on social.

OFTEN PASSIVE NEWS CONSUMPTION

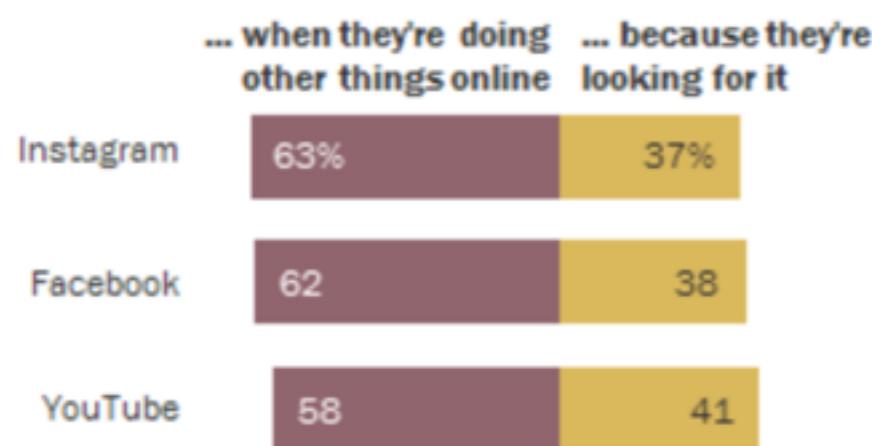
Unless we are looking for it intentionally on social media, news mostly comes to us organically through friends' recommendations, accounts we follow, and promoted post targeting.

SOMETIMES FALSE OR MISLEADING

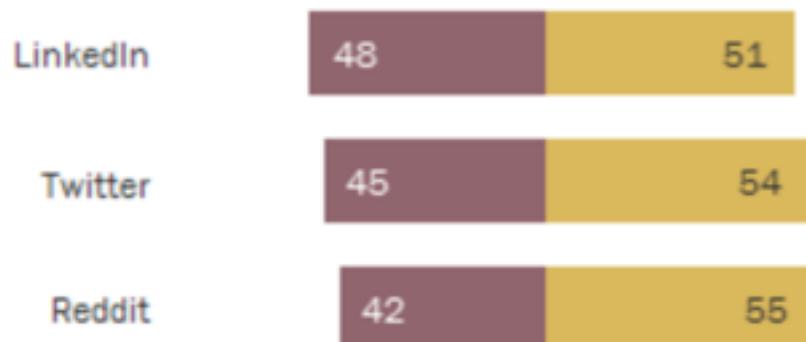
Many reporters post live from events they are covering like protests or political elections. This is helpful when they are reporting on a story with many updates. In the rush to be the first to post something on social media, sometimes false or misleading information gets posted. Often content is posted in the moment that does not explain the context of what viewers are seeing.

Instagram, Facebook and YouTube news users most likely to happen upon news online

% of news users of each site who mostly get news online ...



But LinkedIn, Twitter and Reddit news users are more evenly divided between news seekers and non-seekers



Each social platform offers a different news consumption experience.

We often go to certain platforms for specific types of news.

SOURCE: PEW JOURNALISM, 2016

Popular News Topics and Opinion Sharing

The **three most common news topics** posted about are entertainment, sports, and government and politics.

Among the users who tweeted about news, average % of a user's news tweets that were about ...



28%

Entertainment news



25%

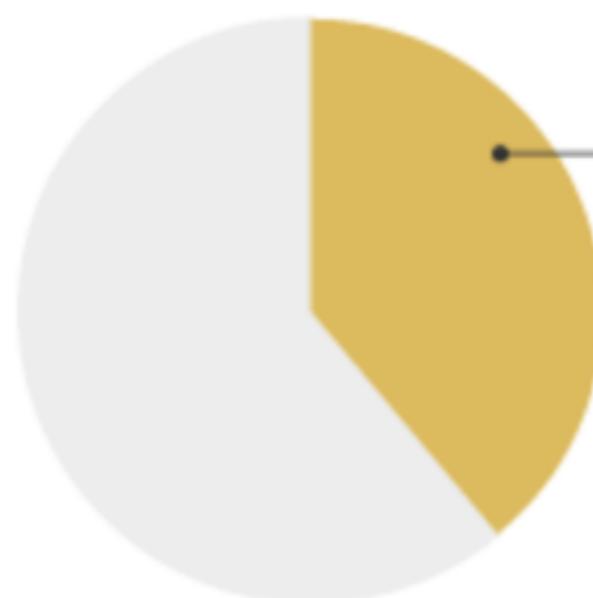
Sports news



17%

Government & politics news

In most cases, the news tweets studied here did not contain the Twitter user's opinion, but simply reported or passed on information.



On average,

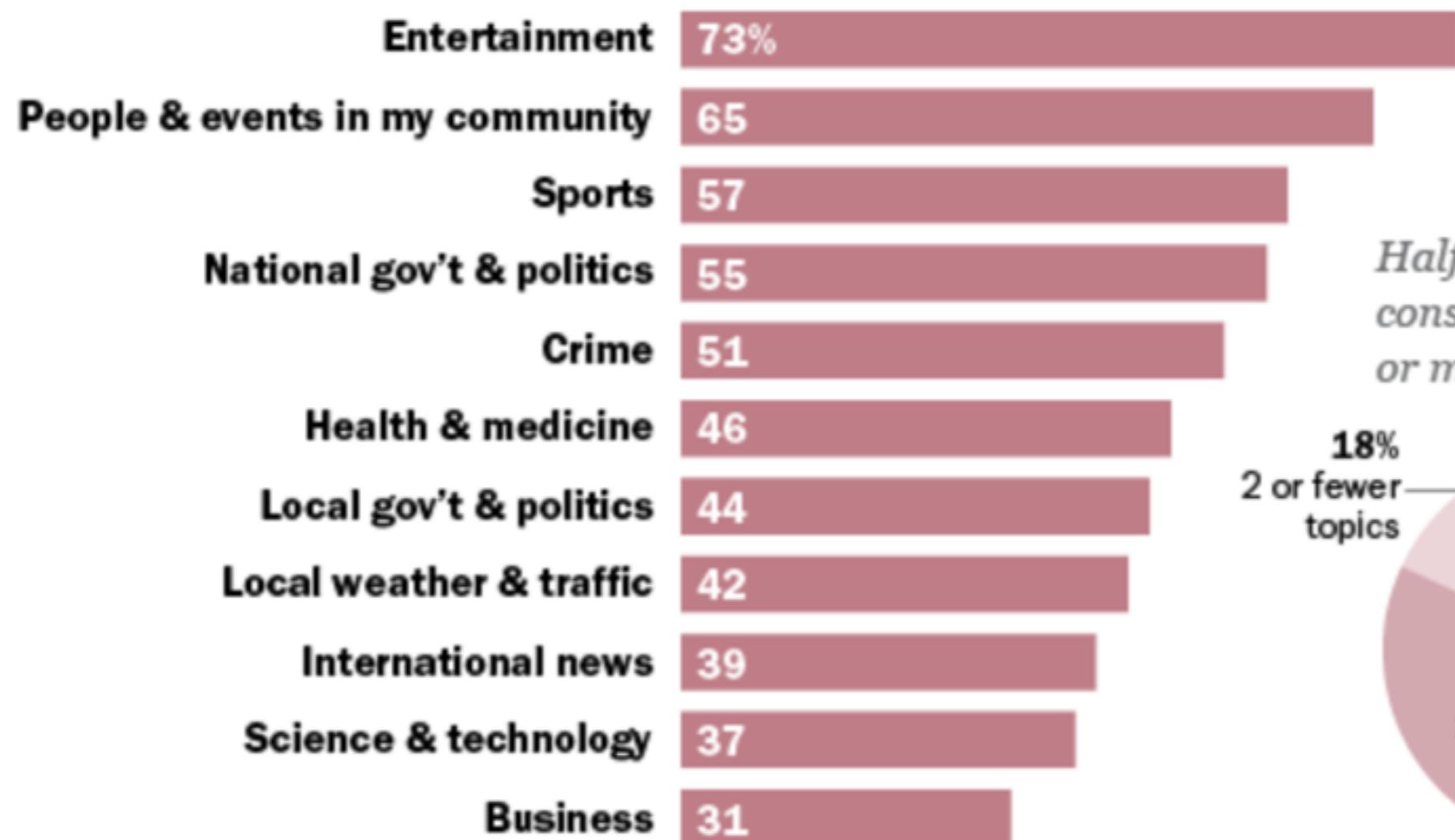
39%

of a user's news tweets included that user's own opinion

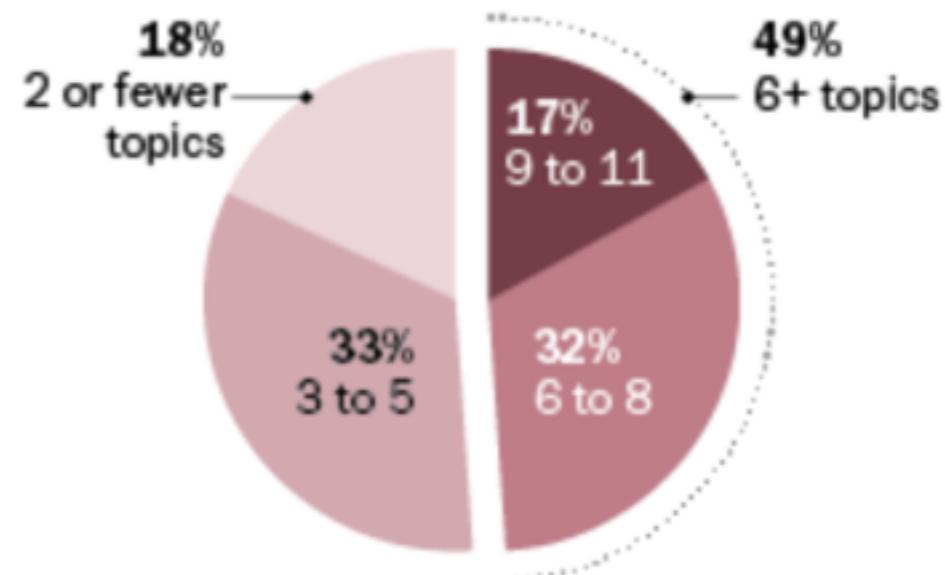
Note: Based on tweets of users who tweeted about news during the four sampled weeks (N=93). Other topics coded for include weather and traffic, business, science and technology, crime, health, the media, and other, each of which individually made up no more than 6% of users' news tweets on average.

SOURCE: Pew Research, 2015

Percent of Facebook news consumers who regularly see news on Facebook about...



Half of Facebook news consumers see news about six or more topics on the site...



Based on Facebook News Consumers (N=1,429)
Facebook News Survey, Aug. 21-Sept. 2, 2013

PEW RESEARCH CENTER

REQUIRED WEBSITES

LOCAL

STLTODAY.com - The St. Louis Post Dispatch

NATIONAL/INTL

NYTIMES.com - The New York Times **OR** WashingtonPost.com - The Washington Post

BBC.com - The British Broadcasting Company **OR** AFP.com - Agence France Presse

JOURNALISM

niemanlab.org - Harvard University Nieman Lab

ADVERTISING

Adweek.com - Adweek Magazine

PUBLIC RELATIONS

PRweek.com - PRWEEK Magazine

MUSIC

Billboard.com - Billboard Magazine

FILM (HOLLYWOOD)

HollywoodReporter.com - Hollywood Reporter

DIGITAL MEDIA

DigiDay.com - DigiDay