

# **HOW TO READ THE NEWS (QUICKLY!)**

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

# How Media Professionals Monitor the Media

## NEWS WEBSITES



FREQUENTLY UPDATED,  
CURATED BY HUMANS.

## NEWS AGGREGATORS



REAL TIME  
FEEDS OF CONTENT,  
CURATED BY ALGORITHMS.

## NEWS MONITORING SERVICES



FREQUENTLY UPDATED  
SEARCHABLE DATABASE  
OF CURRENT PUBLICATIONS  
& BROADCASTS

## NEWS ORG SOCIAL ACCOUNTS

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

# **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"

The screenshot displays the top portion of the St. Louis Post-Dispatch website. At the very top is a promotional banner for the "St. Jude Dream Home Giveaway" featuring a photo of a young boy, Nicholas, and a "Get Tickets" button. Below this is the newspaper's main navigation bar, which includes the "ST. LOUIS POST-DISPATCH" logo, links to News, Sports, Business, Go!, Life, and Buy/Sell, and a weather widget showing 72°. Underneath the navigation bar is a row of advertisements, including one for "Energize Your Business" and another for "AdChoices". The main content area below the ads is a grid of five story thumbnails. The first thumbnail on the left shows a baseball game with the headline "Cardinals squeak by Brewers". The other four thumbnails are arranged in a 2x2 grid: "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", and "The local legends of St. Louis television".

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

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

Energize Your Business Create a professional website. Custom domain Hundreds of themes Expert support From \$5.99 a month! 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

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

Ortiz: St. Louis fans can get peek into Hall of Fame

Legislation to raise St. Louis County tobacco purchase age to 21 gains momentum

Messenger: St. Louis County residents are being fleeced by rural sheriffs

Former federal prison worker in Illinois gets 4 months for smuggling tobacco, phones to inmate

**POST-DISPATCH ARCHIVES**  
1904: Thomas J. Hicks wins the Olympic marathon.

**NATION**  
Islamic State group says spokesman killed in Syria

**BUSINESS**  
Express Scripts promises clients caps on diabetes spending

**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

St. Louis County lawmaker vows to continue push for a ban on texting while driving

Obama commutes terms of 111 more federal prisoners, including five from St. Louis

Police ID man killed in hit-and-run near I-270 in North County

**BUSINESS**  
Downtown St. Louis 'never done redeveloping,' Kelley says

**LAW AND ORDER**  
Did protester intentionally wipe pepper spray on St. Louis police chief? Jury hears case

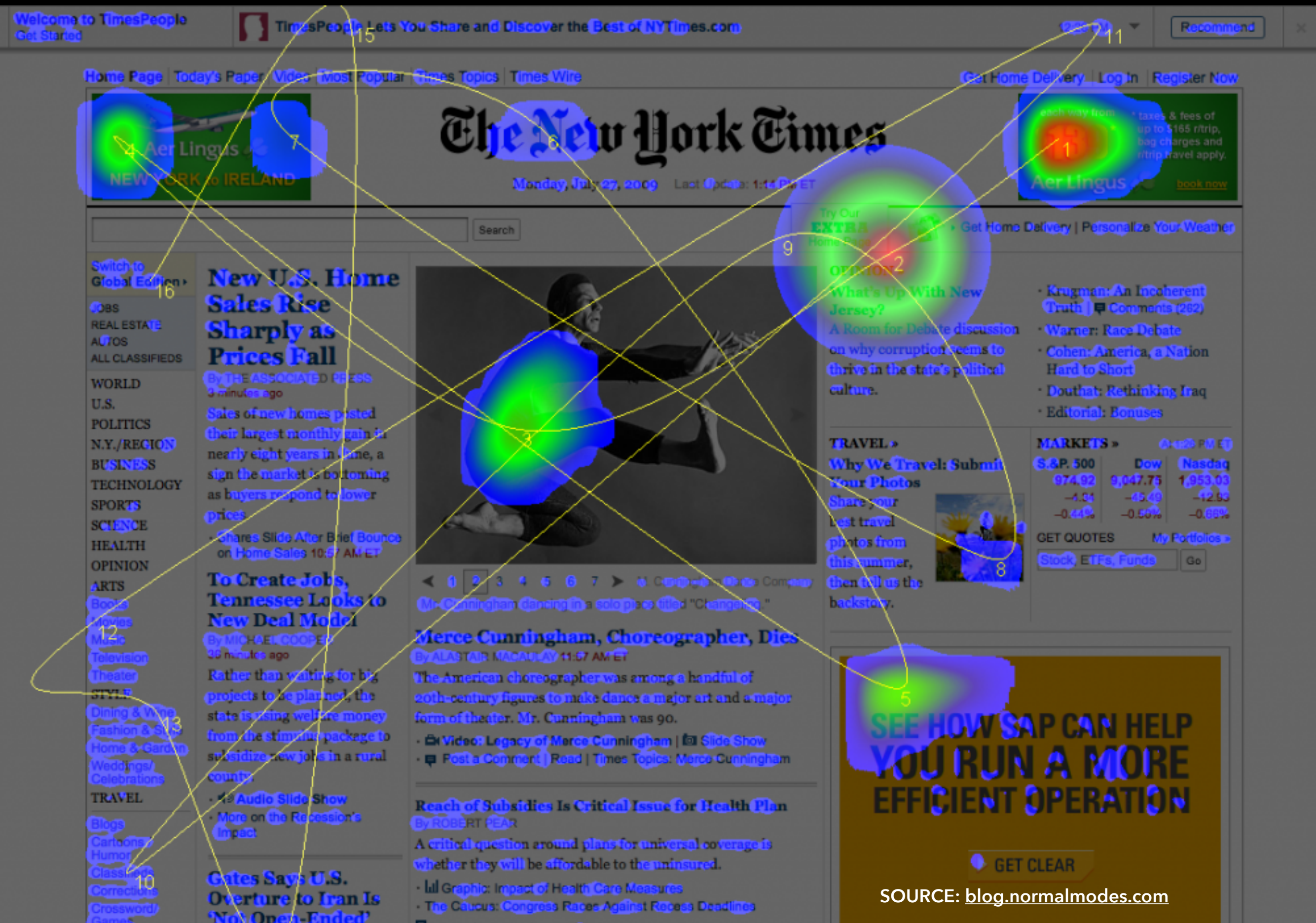
**POLITICAL FIX**  
St. Charles County likely to join prescription drug monitoring program

**PARKWAY**

Third Most  
Important  
Stories



# EYE TRACKING RESEARCH



SOURCE: [blog.normalmodes.com](http://blog.normalmodes.com)



THE SEASON IS IN FULL SWING! ARE YOU IN THE GAME?

BUY TICKETS NOW »

MLB.com

MONDAY

LIVE SCHEDULE FINAL ALL TIMES ET

KC	-	BAL	-	7:05 PM	PREVIOUS
NYV	-	TB	-	7:08 PM	PREVIOUS
COL	-	NYM	-	7:10 PM	PREVIOUS
LAD	-	STL	-	7:10 PM	PREVIOUS
OAK	-	BOS	-	7:10 PM	PREVIOUS
SD	-	CIN	-	7:10 PM	PREVIOUS
DET	-	TEX	-	8:05 PM	PREVIOUS
HOU	-	CHC	-	8:05 PM	PREVIOUS
WSH	-	MIL	-	8:05 PM	PREVIOUS
CWS	-	MIN	-	8:10 PM	PREVIOUS
PHI	-	ARI	-	9:40 PM	PREVIOUS
CLE	-	LAA	-	10:05 PM	PREVIOUS
TOR	-	SEA	-	10:10 PM	PREVIOUS
PIT	-	SF	-	10:15 PM	PREVIOUS

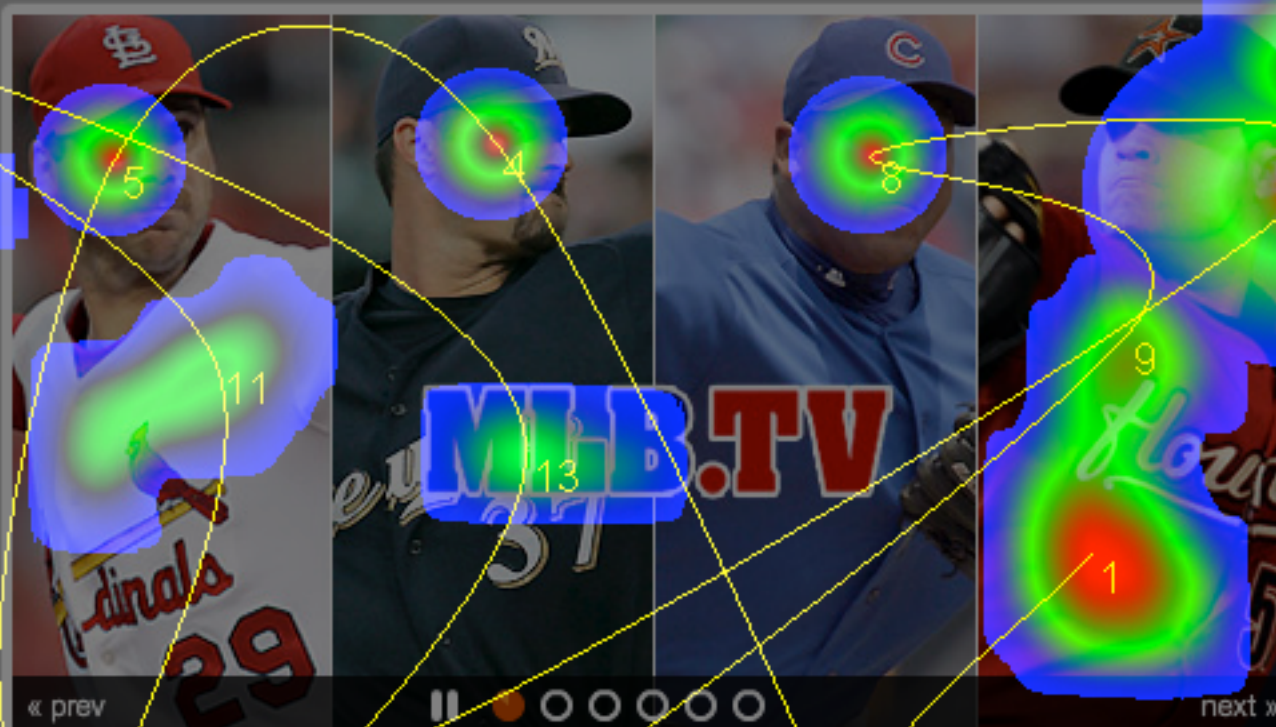
KEY: MLB.TV AUDIO GAMEDAY

GAMES OF: 07 17 GO

THE SEASON IS IN FULL SWING! ARE YOU IN THE GAME?

BUY TICKETS NOW »

FAN VALUE CORNER



Tonight's starters: Chris Carpenter, Jeff Suppan, Carlos Zambrano and Wandy Rodriguez.

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

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

RSS NEWS FEED

- 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!

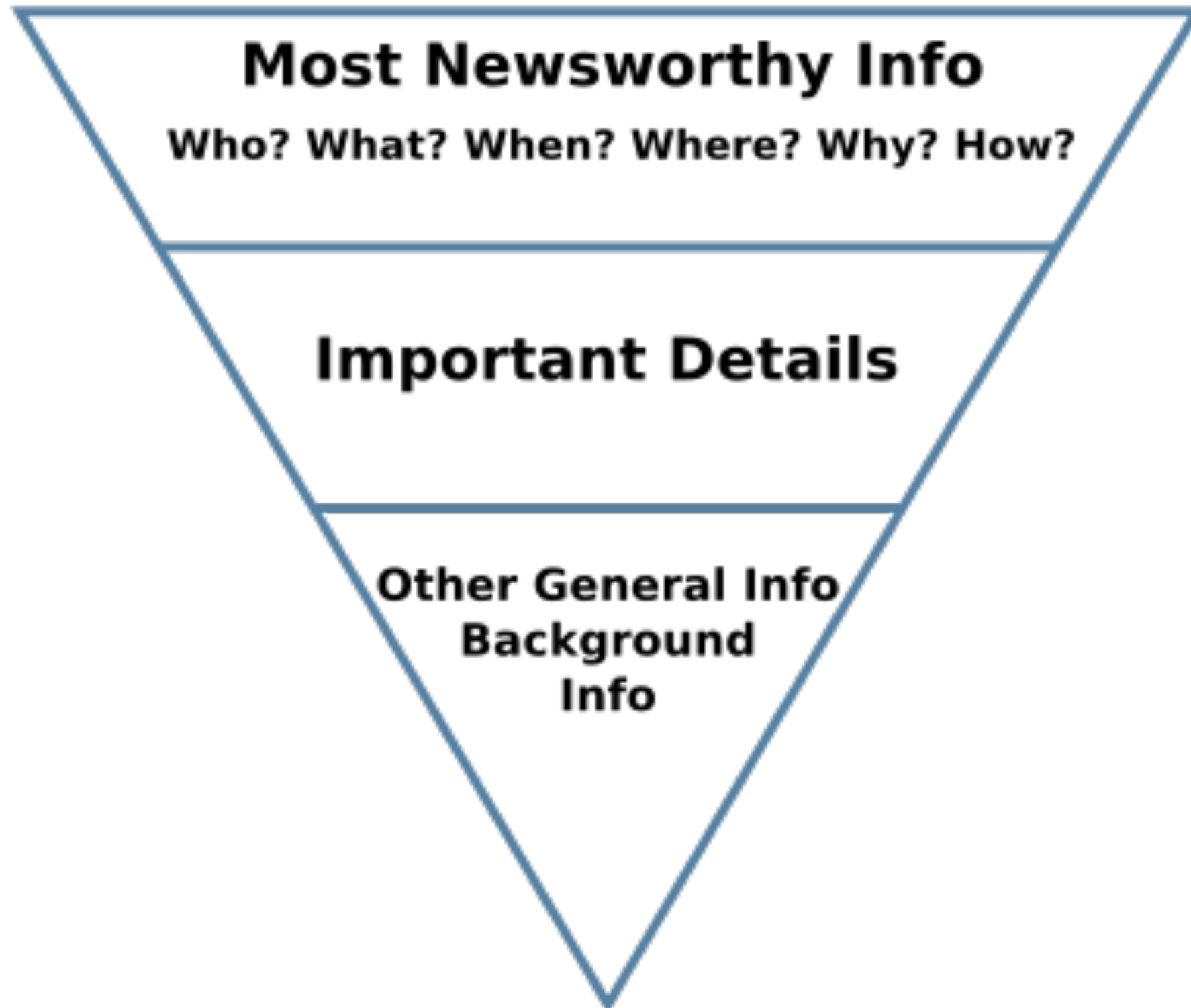
Buy/Sell Tickets »

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.



**Filters**

Apply Clear Save

☐ Display in new tab

Text Search

Subscriptions

Date

Media

☐ Print

☐ Daily Newspapers

☐ Community Newspapers

☐ Magazines

☐ Broadcast

☐ TV

☐ Radio

☐ Internet

☐ News Web Sites

☐ Online Version

☐ Blogs

☐ Forums

☐ Microblogs

☐ Photo/Video Sharing Sites

☐ Social Networking Sites

☐ Other

☐ News Services

☐ Industry Research Firms

☐ Freelancers

☐ Associations

☐ Other Media Type

Purchased Broadcast

Top News Items

Analytics Tags

Monitor Tags

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"/> Media Type	Publicity Value	Outlet	Title/Program	Date Received	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	kin.naver.com	불필요한 프로그램 제거	12/15/2010	Internet
<input type="checkbox"/> Blogs	\$1,125.47 USD	Gadling	Gadling   travel blog   news, stori...	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 L...	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**

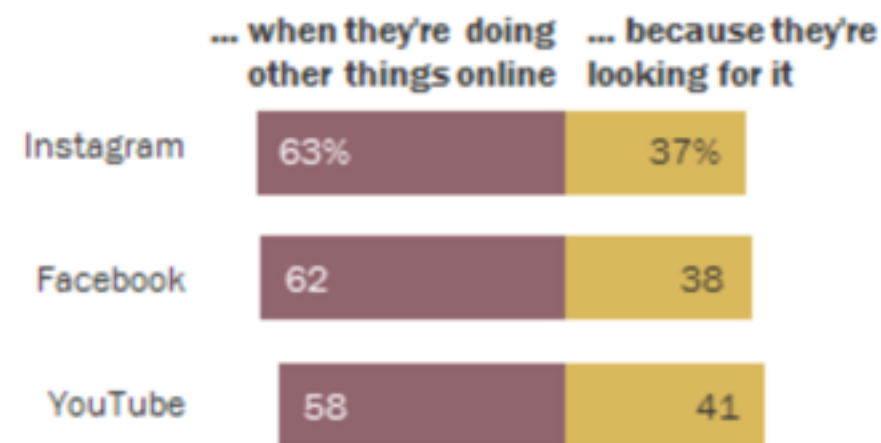
Unless we are looking for it intentionally on social media, news mostly comes to us organically through friends' recommendations, accounts we follow, and promoted post targeting.

## **SOMETIMES FALSE OR MISLEADING**

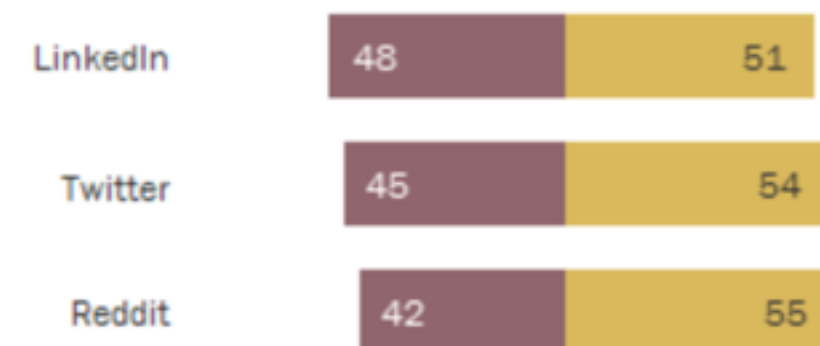
Many reporters post live from events they are covering like protests or political elections. This is helpful when they are reporting on a story with many updates. In the rush to be the first to post something on social media, sometimes false or misleading information gets posted. Often content is posted 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



SOURCE: PEW JOURNALISM, 2016

**Each social platform offers a different news consumption experience.**

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

# 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

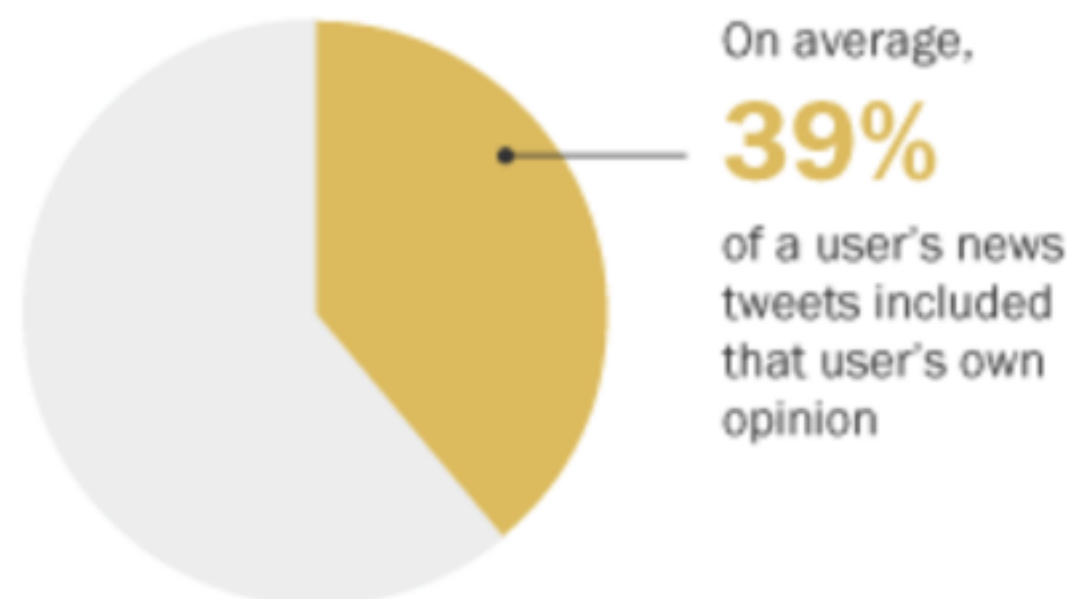


**17%**

Government &  
politics news

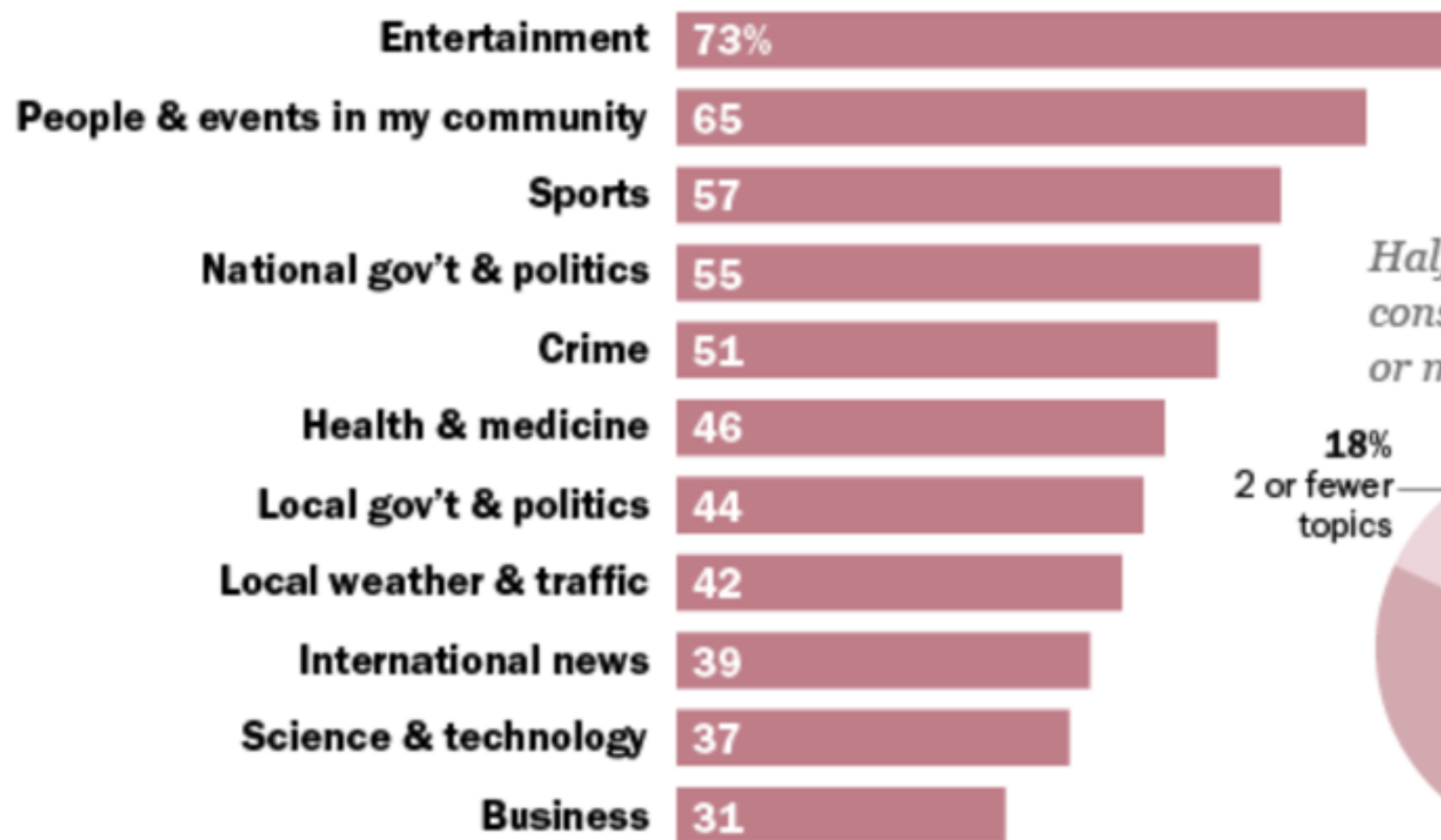
Note: Based on tweets of users who tweeted about news during the four sampled weeks (N=93). Other topics coded for include weather and traffic, business, science and technology, crime, health, the media, and other, each of which individually made up no more than 6% of users' news tweets on average.

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

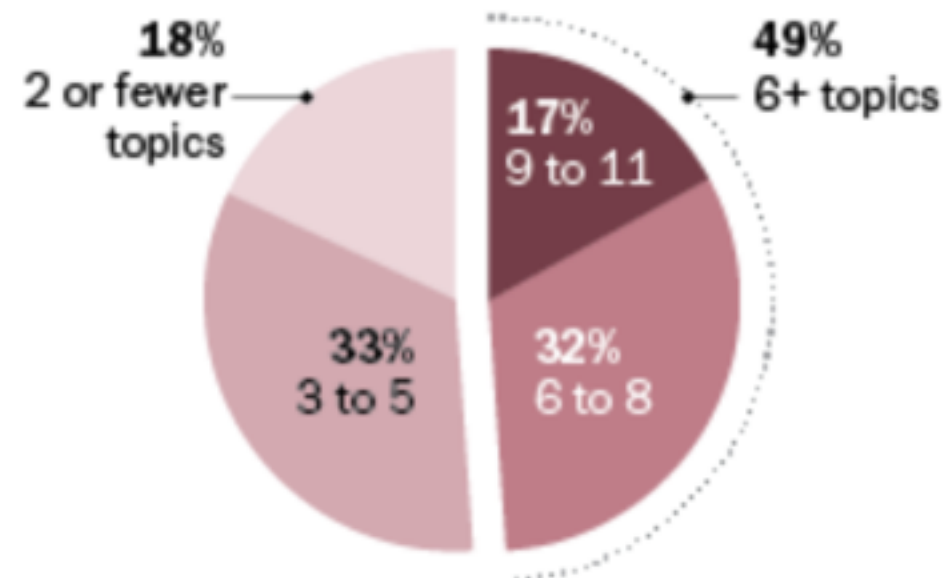




*Percent of Facebook news consumers who regularly see news on Facebook about...*



*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