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* Different media examples
  + Print media was in the forms of newspapers, magazines, and journals.
    - Also the oldest form and example of media
    - Not doing as well today but is still a daily source of media
    - Very important and not dead because it does many different reports that the TV copies
    - Does different unique things that the other media examples don’t
    - People who still read this type of media are more likely to be politically active
    - Popular examples consist of LA Times, WAPO, and NYT
  + Broadcast media (TV or radio)
    - Majority get from TV
    - ABC, CBS, NBS, Fox
    - Radio was made before TV, commuter news
    - Bigger audiences in local news
  + Talk Radio
    - 1980s, biased interviews
    - Liberals didn’t succeed in this form of media
    - Podcast is similar but is mostly scripted (Liberals having more success in this form)
  + Internet
    - Revolutionized media
    - Is very reliable
    - Can produce false news and very opinionated stories
* How does it work?
  + Profit
    - Is made through the profits that it makes
    - Rely majorly on funds from advertising revenue
  + Conglomerates
    - Transfer vertically to become larger
    - Disney, Time Warner, etc.
  + Professional Code of Ethics
    - Be trustworthy, have accurate information, objectivity, fair, and take accountability for their actions
    - Can be wrong but helped to correct
    - Always use sources that are reliable that is accurate
    - Make sources anonymous
* Sources
  + “On-the-record”
    - Everything said can be used and quoted, and published including your name
  + “On background”
    - Can be quoted but no name attached to it
  + “On deep background”
    - No quoting, location, or name used
    - Only info that could be used had to be paraphrased
  + “Off the record”
    - Nothing can be used
    - Just research
* Roles of the Media
  + Gatekeeper
    - Keeps information away from the public
    - Controls what goes out
  + Watchdog
    - National media's job to spy on politics and their behaviors
    - Uncover scandals
  + Score Keeper
    - Create reputations for politics
    - Assist choosing winners and losers
  + Agenda Setter
    - Controls the topics displayed to the public
    - Shows things important to the public
    - Makes government address them
    - Decides what to focus on the most and display it
    - Things that aren’t as important as kinda dropped off