

Media Monitoring: West Michigan News

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Media Relations

22 January 2020

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Media Outlets Observed

The media for this media monitoring project that was observed for its content was on radio, television, and newspaper. Now, because newspapers are printed online, top headlines were taken from a website as it would be assumed to be seen in a printed newspaper, with the largest fonts and those with photos seen as more purposefully enticing.

For radio, West Michigan Newsradio WOOD was used, which is on 106.9 FM, 1300 AM, and the iHeartRadio website. The show, Joe Pags, is based out of San Antonio, Texas.

For television, Grand Rapids' local news channel WZZM13 was used, an ABC Network-affiliated show online and on TV. This was incredibly difficult to watch as I had to find the live show's link on Google, on Safari, every time I wanted to watch it because it would not load from its own website on Google Chrome, even after the show started.

For newspaper, Michigan-based news source MLive was used, its homepage is organized in a way that features some articles better than others and in my media log, I tried to keep all of these spaces on its website in the same column for each day, organizing it by visual importance rather than timing like in radio and television.

Types of Stories Covered

Between the television and newspaper news sources, WZZM13 and MLive, these two networks were very similar in what news they covered. Unlike these, the radio station WOOD was largely focused on politics and then talked on specific themes at lengths, whereas the TV and newspaper had a larger variety of content. WOOD radio show host Joe Pags, and his show in

the same name, covers stories on day-to-day politics but does have FOX News commercial-like breaks with quick news briefs on different stories going on. Largely Pags' show is a community-based platform from/for Republicans and while this is technically a news show, is someone were to have this show as their only source of news, they would be largely out of the loop on much going on around the world; Pags covers Trump, the news around him, and throws in chit-chat in between. An example of content from the Joe Pags radio show would be he and callers talked about a Democratic Jerry Nadler, a US representative, and they talked about they way he walks as being funny; this topic carried itself over to Pags' song parody segment where he sang a song about Nadler the Waddler, which, this bit, had lasted for days as the listeners loved it.

On the television, WZZM13 covered a large mix of local and national news, with devoted segments set for weather and sports after the news. In the news, WZZM13 covered a lot of human-interest pieces in addition to covering this week's weather more closely. Some of the pieces included a main featured person or group, for instance, a man who found a large lump sum of cash in a couch, a group of teens that were fired because of working laws changing, and a family who built a very large snowman. The majority of the news pieces were no longer than 90 seconds long, as WZZM13 seemed to want to go through a lot while still having abandonment commercials and time for weather and sports.

There were some crossover stories from WZZM13 and the articles on MLive, many of the same disastrous weather, car crashes, and human-interest pieces were covered on both media. MLive did cover nearly only local news, which included news on GVSU and today's (which is not in the log) has my old elementary school, as well as local restaurant closings and openings in

town, local events, and smaller niche focused human interest pieces such as car accidents, the lottery, activities open around town. More often than not, the negative news human interest pieces had one or two photos featured of something general, like a school bus; the positive news had photo galleries or listicle-style pieces with photos and descriptions in between, overall with lots of images to look through.

Compare and Contrast Media

Listening to the radio versus watching television and reading the newspaper, was incredibly different – not only because there was no visuals but also because of what news was covered. In comparison, the Joe Pags Show is a simple talk show and not the news at all, not a means to reach an end if the goal is to know what is going on in the world of news. In addition, it was also a show that was streamed onto West Michigan's news radio but was based out of San Antonio, Texas.

With radio and television side-by-side, it can be said that television moves a million times faster than the radio. But because Joe Pags' show is discussion-based, this point is not valid for all comparisons, just the times in which I chose to monitor the news. WZZM13's news show on television goes incredibly quickly, as said above, each piece is not covered for very long. In some instances, they would rapid fire a large amount of stories from all over the world but then would take a few minutes for more local pieces that could grab the viewer's interest, or relevancy, better.

The articles that were featured on MLive's website ranged beautifully between extremely long pieces and some that were seemingly less than 350 words and were still shown in the same light. From time to time, some of their news slots were replaced with videos made by the station,

these were not monitored as “newspaper” articles, only the actual written articles were. All of the articles finished as soon as the news did and had no speculation, telling me that MLive is either non-partisan or attempting to be. MLive and WZZM13 covered a lot of the same stories that had to do with car crashes and the weather. MLive did have multiple weather articles through the week, varying in human interest and analytical, giving reader’s variations in how they want to read about how to stay warm and how cold it will be; this type of coverage would not be applicable to television or radio.

Media Relations Analysis

For public relations specialists, noting and monitoring on news media, as done in this project, would be advantageous because it allows the PR specialist to better understand what types of stories are covered in each field. Or, to better understand the voice in which to write a news release for the ease of the journalist receiving it. Take, for example, Joe Pags’ show, this is not the type of place to send a press release as Pags does not read the news as a usual news show does. If anything, guerilla marketing would be the best route for radio talk shows: call and bring up what is going on that you want covered, but of course this does open one up to public scrutiny and could be deemed as selfish marketing rather than quality news. For this same reason, businesses ought not to send out press releases for any ol’ change, or “news,” in a company because it is more than likely not news to the rest of the world, which in turn ends up making the writing of the press release a waste of time.

If I was a company and wanted to be covered on media like WZZM13 or MLive, then I would have to look at my company and ask myself these questions: is this relevant to the public? Would this positively affect consumers? Maybe even entice them to become a customer? Would

this affect the public at all? Would I want the news to cover this before I told them the specifics? Or even more plain and simple, would my mother put down what she's doing to better hear what I have to say? If the answer is yes, then that is news (or just a really good mom, in which case imagine someone else). And on different levels of relevance, WOOD radio with the Joe Pags Show, WZZM13 On Your Side television show, and MLive newspaper all covers varying degrees of local and national news – so another question would be, who is being affected? This too would help in trying to choose a proper medium to send out a press release. One thing to keep in mind, WZZM13's show is only so long and plays the stories that will affect its viewers the most, this would be a perfect source for stories that highly catch the overall public's interest, versus a small niche's.

Appendix

Days monitored include Wednesday, 15 Jan., and Monday 20 Jan.

Times provided for each medium, monitored at the same times each day

Radio – WOOD at 10:00 and 11:30 PM

<p>Joe Pags talking with callers about the senate being dominated by republicans. That Trump is going to be found not guilty.</p>	<p>Joe Pags talks about books with Brian Kilmeade about historical nonfiction. The writer recreated history by shining light on the goodness of it. The book was on Alamo, Texas, and Sam Houston.</p>	<p>Joe Pegs talks with his female co-host about the debate from last night. Discussed was that Bernie and Elizabeth do not seem to like each other.</p>	<p>Joe talks call from listeners to continue talks on the debate. Joe finishes by telling listeners to go out and vote.</p>	<p>Joe talks with co-host talk an old show called "Pags and Powers" – They seem to really just be talking and shooting the shoot – Talking about Fox News and iHeart Media having very good media relations.</p>	<p>Paula went over the news on Bernie talking about women never winning an election. Having more to do with statistics that general nastiness. More talk on politics.</p>	
<p>Joe Pags Show. A caller calls and says that Jerry Nadler (D) must wear Depends. The next caller called him a penguin.</p>	<p>The next caller asks why Hillary is out of the news. Pags says he thinks she is still under investigation. The topic moves onto Trump being wrongfully impeached. Pags says that they won't be able to convict Trump, there needs to be a 2/3 majority.</p>	<p>Newsbreak: Iran was attacked, Trump is in impeachment , Lev Parnis wants to testify - "democrats calling for witness testimony"</p>	<p>Interview with Iranian refugee and activist, Erica Kasraie, about her video on a top military leader being killed. "what the media steam was completely opposite to what was going on on the ground." Made the world feel better, we're not going to war.</p>	<p>Joe and co-host talk continue what Erica was talking about, that both the left and right often go too far. The caller says that they really loved Erica and suggests a book that gives a better eye to the Iranian people. And the propaganda in the 1980s.</p>	<p>Eleven military peoples were injured in the recent Iranian disagreement . When Trump said that no one was.</p>	<p>Joe and co-host talk about a professor in free speech who wants to have Trump's twitter feed shut down. Then talked about Trump's twitter activity.</p>
<p>[Ads ran for nearly fifteen</p>	<p>Joe and co-host talk</p>	<p>Middle Schools.</p>	<p>Joe Pags does a bit he</p>	<p>Chicago O'Hare</p>	<p>Joe Pags takes more</p>	

<p>minutes] – [And then an intro for four more]</p>	<p>about Gotcha Day, from nine years ago today. A fifteen-day period in China where they were giving out many children. Joe has one daughter from this time.</p>	<p>News from Virginia, 13-year-old had a "virginity rocks" hoodie, where the school told him to take it off. Alleged threaten of suspension. Apparel from a YouTuber. The school has a code: "no immoral ... sexual attire."</p>	<p>does often where he does a parody. This one involves the Democrat Jerry from last night. Making fun of his "waggle," then roasting him for being a liar and hater. [Weirdly long bit]</p>	<p>Alrport has stopped due to the storm. The move of the northern USA will have snow this weekend.</p>	<p>callers on his parodies and the hoodie in middle school. The discussion-based show, many of the same topics brought back up.</p>	
<p>Bill Cunningham host talks about Trump being wrongfully impeached. And how Bolton will never testify.</p>	<p>Sanctuary cities – People were "wrongfully" let out of prison and then killed, raped, and caused chaos.</p>	<p>Talk on Obama vs. Trump in their actions, abusive power, and what's approve of their the courts. Agrees with Pelosi that the evidence against Trump should be bipartisan.</p>	<p>Bill C. and caller talk about how Democrats were trying to impeach Trump from moments after he was elected president. And only just found somewhat good evidence.</p>	<p>Bill C and caller talk about people in Virginia their legislature, and civil rights. Different counties enforcing different laws.</p>	<p>Doctor Lamera comes on w/Bill, they talk about his book on socialism. Who also predicted Trump's election and which states he'd win, ex-electro college member. Calling socialism a "fraud," who they are talking about is Bernie, mostly.</p>	
<p>There will be four days for the supreme court to process the current step to the impeachment of Trump.</p>	<p>PROTECT Program; Upgrading internet for kids and parental consent. Gov. fined Google for data-collectin g on children.</p>	<p>Joe Pags talks about the MLKJr Day March in San Antonia, the largest in the country.</p>	<p>Chick-a-fila is getting kicked out of San Antonio, Attorney General is going to investigate for religious discrimination . The company recently went back on their Christain</p>	<p>Joe talks a caller, AJ, who says that MLKJr would not like the US as it is today. AJ went onto say to just listen to Trump and that Obama did a poor job. Joe asks listeners to</p>	<p>Senator McConnell says that "the facts" should be given at night, so fewer people can hear them.</p>	

			values that were against the LGBTQ community. Kicking them out cost egregious amounts.	call to talk about this theme.		
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Television – WZZM13 at 11:00 PM

Breaking News: Car crash with adults stable and two kids hurt. Some video footage showed.	Bed Bugs! Four Michigan cities are in the top fifty in the country. Including GR. Possible reason: new people. Prevention: constant inspection.	The mother left three children in a car while she was in the spa. 32 degrees and dark outside. "Refused to come outside until her eyebrows were done."	Senator allegedly used a sexual innuendo towards a female journalist to a group of student boys. School talked to boys about the "improper nature" of the innuendo.	The city commissioner will be the first customer to the new opening medical marijuana store in Muskegon.	Orchard View teacher celebrates 55 years. Has won awards.	An informative piece on the flu and the CDC's watch on how affective the vaccine is. It can lessen the risk of getting sick.
Serial killer, Gwendylin Graham, released after 30 years in prison. Victims' family is given time to speak about their loved ones.	GR furniture plan closing. Company planning to save millions of dollars.	Hit and run drunk driver. Man left the party at the same time children were leaving for school.	Paster is going to prison after 22 years of working. He went online and pretended to be a teenage boy.	Neighborhood people save each other by knocking on doors and adding pressure to the wound. The person shot did not know who it was that shot them.	DHS wants more money to build a border wall for 270 miles. To help stop the drug-trafficking.	New law for companies to move work to Mexico. And another new law for Mexicans to make it easier to unionize. Making a stand-still for factory companies.
Talk on the O'Hare cancellations and the winter weather advisory storm this weekend. Overall: the snow will just get worse,	Tactical vehicles save a 75-year-old man as well as an ambulance and its crew from a flooded road.	Truck found on roof and police say it is the same vehicle they had tried to pull over the night before. The driver is still unknown.	Change in the age working laws, "age discrimination complaint filed." Sixteen- and seventeen-year-olds were fired from Kalamazoo	The recreational marijuana store, the first in Michigan, opens in Muskegon. Hundreds of customers can to pre-opening.	A man found \$42,000 in a couch cushion, a lawyer told him he could keep it but he then tried to find the rightful owner. He did find them and	Third-annual World of Winter Festival and GR brought in sculptures called Prismatic. Colorful prisms that make music when you

Everything will be frozen until Wednesday. Long piece, a lot of weather to talk about.			ID Theater.		they were eternally grateful. [Why was it in cash?]	spin them.
"Winter Fun" covered, lots of kids are loving the snow. A human piece. Asked viewers who watched to send them pictures.	News from Hawaii, two officers were shot. The suspect stabbed the landlord and set the house on fire. Both officers died, third injured.	Plainwell Community Schools will test their students for nicotine. Only percentages of students, age each gender, girls less.	Elementary school celebrating MLKJr. day by creating a monumental pair of angel's wings. On display at the school.	Senate has to answer to the impeachment and said Trump did nothing wrong. Lawyers say there's no reason to make Trump leave the office. The trial will resume later this week.	Sun sports, sports sections started early.	
Kent County commissioner wants to work to restore MLKJr signs in GR. And then want to make a larger statement for him. The signs are currently sun-bleached white.	Suspect purposefully hit a patrol car and was arrested after a chase. He said that he was just mad because of a fight earlier.	The impeachment trial starts on Tuesday. Each side has 24 hours to make their case. The news is saying that one side says there is still no impeachable offenses and that the other side says there is overwhelming evidence.	Recreation passports are going up by \$1, which is the first in seven years. But "by law" the price has to go up.	Grand Haven Eagles club is holding a fundraiser to raise \$1M to restore their lighthouse.	GVSU hosted a silent march to commemorate MLKJr. Speaker Yusef Salaam gave a speech, who was a victim of racial profiling and spent undue time in prison.	Human piece: A family took five hours to build a 15-foot snow man on their front yard. Some of it is made of plastic things like garbage bins. They say they want to build one even larger next.

Newspaper – MLive at 10:30 PM

"Michigan veterinarians want authority to discuss CBD,	"Michigan's Best Workout: Pole Dancing" –	"Who is running for Congress in 2020? Michigan's	"Lake Michigan shoreline being eaten away even by	"Beach bar, games coming to The Deck at Muskegon's	"Michigan legislative leaders open investigation into senator	
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<p>marijuana products with pet owners" – Vets are lobbying to make new treatments legal to talk about. One feature photo of a cat. Medium-long in length.</p>	<p>Pole dancing is becoming popular and is even a certified federation with competitions. One video with dancing included. Many photos with descriptions of how fun the community is. Long piece.</p>	<p>top races to watch" – An extremely long piece on all of the people running for senate and congressional districts. Photos of each person are included; some have attached articles for more information from MLive.</p>	<p>weak weather systems" – Waves on Lake MI are reaching over eight feet high and are eroding beach lines. Forecast image featured. Very short, maybe 300 words.</p>	<p>Pere Marquette Park" – Muskegon leased out property to business owners for a bar to be built called The Deck. Five-photo gallery included with illustrations of the incoming building.</p>	<p>after comments to the female reporter" – Michigan senate leaders are moving to look into this issue more, to make sure that it wasn't just miscommunication. Medium-long in length.</p>	
<p>"Idea of tall building sparks controversy at Ann Arbor central park forum" – Ann Arbor citizens and city arguing over new housing plans. Fairly long, a lot of opinions from citizens. Photo gallery included with 27 photos.</p>	<p>"Alleged drunk driver charged in hit-and-run at school bus stop" – Re-covering news from Tuesday [not shown here]. Driver found and admitted to being "blacked-out drunk." Photo of man and a video of his arraignment given. Short-med in length.</p>	<p>"Winter Storm Watch issued: 5 travel weather need-to-knows for this storm" – This is in prose and not a listicle. A major warning in that the roads will be dangerous and to be safe. Satellite photo provided. No featured image. Short piece.</p>	<p>"Police, survivors debunk human trafficking kidnapping myths" – Theresa Flores, survivor of sex-trafficking and originator of SOAP, a nonprofit working to bring more awareness. January is awareness month. Flores goes over misconceptions and her story. Very long piece.</p>	<p>"Bay City's Mornin at Maggie's Omelette Shop closes" – After 18 years, Maggie's Omelette Shop closes. Very short piece; no words taken from owners, small quote from local. 10-photo gallery included.</p>	<p>"Letter from the Editor: Your avalanche of story ideas shows how much you care about issue-driven reporting" – Title refers to last week when writer asked for what readers want. Received 160 suggestions. Most common was: local news and issues. Medium in length.</p>	
<p>"Winter Storm Warning: See when 'intense snowfall' is expected" – GR and south will have heavy snowfall this weekend; nearly half a foot. Three satellite</p>	<p>"Pickup truck lands on top of house after driver flees police" – Truck fled a cop pulling him over at night, the next morning the same truck was called in to be on top of a</p>	<p>"Gale Warnings for Lake Michigan and Lake Superior, 14-foot waves forecast" – From tonight through Sunday could have waves from 7-14</p>	<p>"Snowstorm goes from 'heart attack' snow to blow-around snow" – Sam information as the first article, higher focus on water levels and wind speeds. Shoveling</p>	<p>"Barenaked Ladies coming to Michigan with Gin Blossoms and Toad The Wet Sprocket" – The "Last Summer On Earth Tour 2020" will be in Clarkston</p>	<p>"Video tour of \$2.3M serene lakefront home with yoga studio" – Near Clarkston, over 6000 square feet with all amenities thinkable, even an elevator.</p>	

images include. Short-medium in length.	house. Photo included. Short piece.	feet. One photo of a large wave. One FB post embedded. Short piece.	infographic and one satellite image. Short-medium in length.	for the fifth year (not consecutively). No image; very short.	Video as mentioned and very short in text.	
"Snowmobiles, truck plunge through ice on Houghton Lake" – Three separate snowmobiles and one truck fell into a lake. First, the largest newest piece, maybe 300 words. Image of lake featured.	"Marches, music & more for MLK Day events in Washtenaw County" – Extremely long piece on MLK Jr., the holiday, work at an Ann Harbor museum; many embed links to other articles and many photos of people and places from last year. 33-photo gallery featured.	"Lansing, Detroit, Flint, Marquette set daily snowfall records in a weekend storm" – This weekend's snow broke records in inches, beating an old record man in 1913 by one inch. Short piece. 6-photo gallery, one FB post, one satellite photo.	"West Michigan's wealthiest school districts, based on 2018 Census data" – Demographics and data on the top most wealthy schools in West Michigan. Extremely long piece with photos for each school, mostly of random things, kids, and buildings.	"Flint youth players take in NHL Black Hockey History Tour" – Hockey is trying to diversify itself. The youth tour bus brought kids to the team to help show this. Medium piece with two photos.	"Powerball results for 01/18/20; did anyone win the \$322M jackpot?" – No one but one person did win the \$1M lottery. The article said to check for more \$1M winners, as one person did not come forward last year and their \$1M went to the state's school fund.	"Martin Luther King Jr. Day: What's open and closed on the MLK holiday" – Short listicle on what is open. And what holidays remain in 2020.
"Yusef Salaam of Central Park Five tells GVSU to 'live on purpose' in the spirit of Martin Luther King" – Yusef Salaam gave a speech at GVSU for MLK Jr Day that inspired the audience to take a hold of their lives for a better world. 22-photo gallery and video gave. Medium-long-length human piece.	"Mother, teen daughter identified as victims of the fatal crash" – Mother and daughter found dead and others were injured Sunday. Police guess that it was due to snow slush. A medium piece, one featured photo of the street.	"Michigan's second international dark sky park makes its debut" – An 860-acre park in Cass County is the second park "to be honored with this distinction" of being a park to focus on the stars. One featured photo of the skyline; short-medium in length.	"Your ultimate Michigan travel bucket list: 50 places you need to visit" – Listicle that bounces all over Michigan, indoors mostly but also businesses and museums. Extremely long with photos for each place.	"Twice a year this iconic U.P. shore dock perfectly frames the sunrise" – Just as the title implies, twice a year the sun shines perfectly in a hallway/building. Three photos are given, the last being the best. Medium-length piece.	"Last two weeks of January won't feel like the deepest part of winter" – The temperatures will not be as low as they have been in the past. Calendar views are given, graphics and one gif, to show the difference through the years. Short piece.	"Woman, 27, in custody related to shooting death of 28-year-old man" – Very short piece on a domestic dispute that ended in a shooting and the man dying from the injury.

