

### Media Assignment Observation Chart

This is an example of a Media Observation Chart. Feel free to use this one, or make your own version. You must include the name and type of media you are observing. Also, you need to provide the length of the coverage, summary of the content, type of presentation, and the importance given to the topic being discussion during your observation.

Name of the Media: **Associated Press News**

Type of Media	Regularly scheduled national public TV or radio news show	Regularly scheduled national commercial radio news show	National print newspaper, such as The New York Times or Wall	Online version of a national newspaper	Online news magazine	Notes	
Length of Coverage (# of mins or approx. # of words)	Trump, Oprah lead surrogate campaigners in 2018 midterms  <b>1,139 words</b>	Trump vs. Obama in the final weekend of the midterms  <b>851 words</b>	Trump stumps in cities that don't look that much like US  <b>910 words</b>	Trump presidency faces high stakes in midterm elections  <b>949 words</b>	Texas turnout high as Cruz, O'Rourke end close Senate race  <b>601 words</b>	World markets turn lower as eyes turn to US midterm election  <b>442 words</b>	Despite House loss, Trump still sees midterms success  <b>925 words</b>
Content Summary	Many political figures are serving as surrogates in battleground states to help their party's candidates win their	Not only does Donald Trump continue his campaigning as US President for his party's candidates nationwide, but so too does	President Donald Trump's campaigning continues and nears completion. It is notable that many counties that Trump campaigned in are	President Trump has been campaigning very hard due to the importance of these midterms for	The Texas Senate race between Cruz and O'Rourke will see incredibly high turnout. The race	Global stock markets turned lower in anticipation of US midterm results. The election season has caused great fluctuation in world financial markets, inviting this cautious investor behavior. Oil	The US midterms saw the GOP lose the House but retain control over the Senate and still hold the majority of Governo

	<p>midterm elections. Oprah Winfrey campaigned for Abrams, for example, and Pence campaigned for Brian Kemp. Other people campaigning for political candidates are Donald Trump, Elizabeth Warren, Ivanka Trump, and Melania Trump.</p>	<p>former President Barack Obama campaigned for the Democrats. Trump responded with criticism to Obama's words delivered in Miami. Despite Obama's words, Trump has the power of positive economic results behind him. It is perhaps better for Republicans to campaign on this economic news rather than immigration.</p>	<p>whiter, less educated, and poorer than many American counties. Trump's visits have mostly concerned nine key states (Ohio, Penn., Tenn. Fla., Miss., Montana, Indiana, W. Va., and Nevada) as he seeks to galvanize 'Middle America's' voters. His visit to Macon, GA will be an outlier compared to others.</p>	<p>his administration. A victory in the House and Senate will give Trump validation and maintain political control, making it easier to continue on. Even a loss in just the House may prove favorable by allowing the Democratic Party to shift their focus in the leadup to 2020.</p>	<p>has been surprisingly close, with O'Rourke leading an energetic campaign that attempts to serve as an antithesis to Trumpian policies.</p>	<p>prices have continued to drop, and the Euro and Yen climbed relative to the US dollar.</p>	<p>relationships across the nation despite Democratic gains. The anticipated 'blue wave' did not occur, but there are still now concerns that a slim Democratic majority in the House can hamper government operation. Some consider the midterms a referendum on Trump, but the midterms show the division of the nation.</p>
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Presentation Format	All Straight news story	Editorial or column	Letter to the editor	News anchor only	Anchor and reporters	Interview	Panel discussion or roundtable	
<p>Importance given to the event (compared with other events on the same show or in same article)</p>	<p>Being how contentious the midterms are this year, 2018, and how important they may prove for Democrat or Republican political control in the near future, the amount of attention given by the Associated Press is reasonable. For many, it is felt that this election is a chance to take power back from President Donald Trump,</p>	<p>Much attention has been given to the people campaigning for those running in the midterms compared to those actually running. This is unfortunate but not surprising, as many of these elections are considered critical for determining the future actions of both national parties. It is more of a battle of ideology, of two sides, than many</p>	<p>Focus during the midterms is often given to the political positions held by the candidates. In this case, however, the Associated Press looks at the demographic being targeted by President Trump and the GOP and sets out to establish a pattern that supports certain conclusions about how the election will possibly go.</p>	<p>These midterms are being treated as highly unusual when they are more likely than not to result in similar outcomes to previous midterms that occurred under previous Presidents. The level of importance currently given to the campaign managed by Donald Trump and the midterms is</p>	<p>This article is specifically about the Texas Senatorial midterms, a somewhat refreshing break from all the national outlooks that have been reported on recently. Despite Beto O'Rourke having a strong show of support, there are key battleground</p>	<p>An oft overlooked aspect of US elections is their economic effect on both the nation and the globe. This is actually something very important that is good to see getting attention compared to the political debates that ravage the US.</p>	<p>There are still other topics to be discussing regarding the midterms and national events besides the effects on Trump, but it remains an important topic nonetheless. A significant amount of weight is placed on the midterms in relation to their status as a referendum on Trump, which is understa</p>	

	while others choose to fight to help the GOP hold onto their past years' gains.	different candidates, who are but foot soldiers in this political war.		therefore gratuitous when there are still things happening across the country and worldwide that affect many more people very greatly.	states that should be focused on more, such as Florida .		undable.
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\*Feel free to use more space if necessary

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## **Summary:**

The Associated Press, in their coverage of the US midterms, provided what could be called very good reporting, as they are known for. Frequent updates were delivered on a variety of topics with many people involved in producing them. The expanse of the Associated Press helps it to provide many different perspectives on key events as they unfold.

The reporting done by the Associated Press is renowned for being very accurate. With regards to their midterm coverage, they were fairly accurate in predicting the outcome, questioning the strength of a 'blue wave' and basing its predictions off of historical precedent set by previous midterm elections. In the category of accuracy, the Associated Press gets a check-mark of approval.

Coverage could also be called 'complete'. From the start of the midterms right up until the very end, and even now, the Associated Press has provided both in-depth and very brief coverage on varying aspects of the elections as they've developed. Nothing was left untouched. The demographics of the various races, the campaigning done by major political figures, economic outlook, political policies, and more were all covered by the Associated Press. Another check-mark of approval is given.

One thing that is very admirable about the Associated Press is that, with so many people writing for them, they manage to maintain a very good balance that gives them a Center rating on political bias. They seem very fair-minded, and even if certain conservative or liberal views of authors shine through on a few articles, they end up balancing one another out in the end. If one finds the coverage given by one AP author to be somewhat off, there is likely another author employed by the Associated Press who covered that same aspect of the same event in a different way. Many of the articles that I read as part of the Mass Media Project were presented very factually and with many statistics and historical precedents to back up any claims that were made by the authors. This offers credibility and makes me feel that they are very fair-minded and unbiased. Yet another check-mark of approval must be handed out.

Being such a large news organization, the Associated Press is able to greatly vary their coverage of events. The United States midterm elections were no exception. Specific races may be focused on one day, and the next day, comments made by former President Barack Obama or current President Donald Trump may be focused on and analyzed. On a different day, the global markets can be analyzed to see the effect that the US midterms have had on them, or perhaps the platforms of candidates can be broken down to show areas of weakness and strength. Questions can be asked and discussed. This varied coverage is very important in painting a complete

picture, and is something else that the Associated Press exceeds at doing. A final check-mark of approval is won by the Associated Press.

Overall, the Associated Press provided very good coverage of the United States midterm elections that were accurate, complete, fair-minded, and varied.