MEDIA RELATIONSHIP
LESSON 1

Mass Media
<table>
<thead>
<tr>
<th>Government</th>
<th>Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>relationship mutually beneficial; sometimes adversarial</td>
<td>condense and clarify complicated stories</td>
</tr>
<tr>
<td>officials provide information for stories</td>
<td>draw attention to important issues</td>
</tr>
<tr>
<td>reporters provide opportunity for officials to distribute their message</td>
<td>uncover problems in government</td>
</tr>
<tr>
<td>coverage decisions help set public agenda</td>
<td></td>
</tr>
</tbody>
</table>

Executive Branch
- news releases
- news briefings
- press conferences
- media events
- leaks

President
- image important
- candidates must be telegenic
- horse-race coverage of campaigns

Legislative Branch
- officials seek local coverage
- leaders seek national coverage
- reporters seek controversial issues and scandals
- C-SPAN broadcasts congressional proceedings

Judicial Branch
- cover mostly criminal trials for their wide appeal
- cover Supreme Court cases of nationwide importance

MEDIA PROTECTIONS
LESSON 2

<table>
<thead>
<tr>
<th>Protections</th>
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<tbody>
<tr>
<td>First Amendment</td>
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<tr>
<td>Freedom of Information Act</td>
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<tr>
<td>Shield laws</td>
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<tr>
<td>Privacy Protection Act</td>
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EFFECTS OF DIGITAL MEDIA ON THE POLITICAL PROCESS
LESSON 3

Executive Branch
- media releases
- news briefings
- press conferences
- media events
- leaks

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Legislative Branch
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Traditional Mass Media
- unidirectional
- professional journalists
- constrained by space and time
- limited by medium—print, audio, or video
- slow distribution

Electronic Media
- interactive
- diverse voices and views
- free of space and time constraints
- links to audio, video, maps, charts, more
- distributed in seconds

E-Government
- services
- information

Gather Information
- websites of news outlets, government agencies, Congress, political parties, interest groups
- sign up for electronic mailing lists
- follow on Twitter or social network

Contact Government Officials
- action alerts
- electronic petitions
- e-mail

Citizen Activism
- connect with like-minded people
- mobilize to pressure government officials

Public
- condense and clarify complicated stories
- draw attention to important issues
- uncover problems in government
- coverage decisions help set public agenda