Midterm Example Outline:
Production:

- Local story – in Madison, WI
- Newspaper is a Pulitzer Prize winner for local reporting
- Photo of Uncle Sam on stilts
- News principles involved in making this an important story:
    - impacts many local people
    - involves conflict
    - timely story – it is in the process of happening
    - public affairs reporting

Content

- “to chant, sing, wave signs, beat drums and march for their causes.”
    - this seems to give images of a kind of “hippie, kumbaya” kind of protest
        - since there were no arrests and violent outbreaks, could the reporter be attempting to frame this as more of a psychological “war” rather than physical?
- This article is framed in a very anti-Walker way. A persistent frame seems to be one where the union supporters are victims of Walker' s policy. For example, “"It would appear that Gov. Walker's only target is the destruction of collective bargaining rights and not solving the state's budget," Erpenbach said, and “"The governor got us into this mess by going too far," Miller said. He said local school districts and city councils across the state had the ability now to bargain with unions as a means of balancing budgets and negotiating cuts.”
    - Description of a heated argument where the pro-union member is explained in detail
        - makes the reader compassionate toward him, but there is no background of the pro-Walker protester.
    - Tea party supporters “commiserated about teachers, complained about the missing senators and tried to shout down pro-union demonstrators.”
    - Laura Vernon from the Public School system saying that they are being “bullied”
        - I think the use of mentioning the school systems in this article is a very good example of the “shared” concept of framing. If it is something that is affecting our children we should all care about it, right?
    - Local doctor giving out notes for union employees who are stressed out because of this issue

Audience

- local audience
- It seems like it is framed as “the people's problem”
        - this is a shared problem
        - this frame adds meaning to the story
    - there are no quotes or explanations from the other side, only from the “victims” of Walker's policy.

        - The victim frame seems to be one that is persistent over time
    - It is appealing to the audience as though they should all feel the same way and be concerned for the union supporters

*** The student then went on to analyze the article based on one of the readings regarding the media's coverage of labor.