

DECISION MAKERS Al Neuharth

Al Neuharth got into the newspaper business when he was 11 years old and delivered the *Minneapolis Tribune*. At 13, he had a part-time job in the composing room of a local weekly.

After serving in the military, he took a job as a reporter for a paper in South Dakota and later moved to the *Miami Herald*. Neuharth moved up rapidly through the ranks and eventually entered management. In 1960, he was appointed an assistant executive editor of the *Detroit Free Press*. His achievements there brought him to the attention of executives

of the Gannett Company, who persuaded him to leave Detroit to manage two of Gannett's papers in New York. Neuharth's success there earned him a promotion to the position of chief of Gannett's operations in Florida. By 1970, Neuharth had become CEO of the company.

His emphasis was on the bottom line. During his tenure, Gannett's annual revenue increased from \$200 million to \$3.1 billion. Neuharth continued the strategies of his predecessors by acquiring small- and medium-market dailies that enjoyed a monopoly status in their markets and keeping costs down while raising ad rates. Stung by criticism that his papers emphasized profit at the expense of good journalism, Neuharth strengthened the editorial



Al Neuharth, the man responsible for making Gannett the nation's biggest newspaper. (Cynthia Johnson/Gamma Liaison)

operations of Gannett papers and by 1980, many had won awards for excellence in reporting.

Neuharth's biggest gamble came in the early 1980s when he decided to use a network of communication satellites and regional printing plants to produce *USA Today*, a national general-interest newspaper. The new paper was greeted with derision by critics, who dismissed it as a "McPaper" that served up flavorless "fast-food" journalism. *USA Today* was an immediate hit with readers, however, and quickly garnered more than a million readers.

Advertisers took a little longer to get on board, but the paper eventually turned a profit.

Now most experts agree that after almost 20 years on the newsstands *USA Today* has had a significant impact on the industry. Most newspapers have incorporated color, a splashy page makeup, more charts and graphics, and shorter, more tightly written stories.

Neuharth retired in 1989 to become chair of the Freedom Foundation, an organization dedicated to furthering the cause of a free press in society. He also continues to write a syndicated newspaper column. The *Washington Journalism Review* named him the most influential person in print media for the decade of the 1980s.

The biggest newspaper group is the Gannett Company with 101 dailies and a combined circulation of about 6 million. Knight-Ridder Newspapers Inc. controls 34 dailies with about a 3.8 million circulation. Other newspaper chains that own dailies with a combined circulation of more than 2 million are Newhouse Newspapers, Tribune/Times Mirror Company, and the New York Times Company (see Table 4.2).

Table 4.2 Five Biggest Newspaper Groups, 2000

Name	Number of Papers Owned	Leading Papers
Gannett Company Inc.	101	<i>USA Today</i> , <i>Nashville Tennessean</i>
Knight-Ridder Newspapers Inc.	34	<i>Philadelphia Inquirer</i> , <i>Miami Herald</i>
Newhouse Newspapers	23	<i>Cleveland Plain Dealer</i> , <i>Trenton Times</i>
New York Times Company	11	<i>Newsday</i> , <i>Los Angeles Times</i> , <i>Chicago Tribune</i>
Tribune/Times Mirror Company	21	<i>New York Times</i>

■ The Growth of Newspaper Group Owners

Concentration of ownership is not a new trend in the newspaper business. What is new, however, is the dominance of the industry by big group owners. The number of group owners has risen from about 8 in 1900 to approximately 130 in 2000. These 130 groups account for about 80 percent of newspaper circulation.

The newspaper market became more concentrated in 2000 thanks to the Tribune company's \$6.5 billion deal for the Times Mirror Company and the Gannett Company's acquisition of 21 papers from Thomson Newspapers for \$1.1 billion.

Big group owners are pursuing a strategy of regional consolidation. Gannett, for example, owns seven papers in New Jersey that account for almost 40 percent of the total newspaper circulation in that state. Newhouse owns eight papers located across central Michigan. Geographic consolidation saves money by allowing papers to share printing plants and editorial staff. It also increases advertising revenue by allowing one company to offer special deals to regional advertisers.

■ The Decline of Competition

Coupled with the growth of group ownership is the decline of newspaper competition within single markets. Back in 1923, more than 500 cities had two or more competing daily papers, including 100 that had three or more. By 2000, there were only a dozen cities that had independent competing newspapers. In another 13 cities competition was kept alive only through a **joint-operating agreement (JOA)**. A JOA is formed, under approval by the Justice Department, to maintain two newspapers in a city when otherwise one would go out of business. Functions of the two papers—circulation, advertising, and production—are combined to save money. Only the editorial staffs remain separate and competitive. JOAs exist between papers in Cincinnati, Tucson, and Birmingham, to name a few.

■ The Pros and Cons of Group Ownership

The pros and cons of group ownership and decreasing competition have been widely debated among newspaper executives and press critics. Critics maintain that fewer competing papers means a loss in the diversity of opinions available to the audience. They also claim that top management in group operations places profits above newspaper quality. A newspaper owned by a chain, say these critics, would likely avoid local controversy in its pages to avoid offending advertisers. It has also been charged that chain newspapers are usually under the direction of absentee owners, who may have little knowledge of or concern for local community interests.

On the other hand, those who favor newspaper groups argue that group owners can accomplish certain things that smaller owners cannot. For example, a large group owner could afford to have correspondents and news bureaus in the country's capital, Washington, D.C., and foreign cities—an arrangement too expensive for a small owner to maintain. The chains are also better able to afford the latest technical equipment. Last, chains have the resources to provide for more elaborate training and public-service programs than do individually owned papers. The validity of each of these arguments depends in great measure on the particular group owner involved. Many group-owned papers are doing excellent jobs. Others may not rate so highly.

PRODUCING THE NEWSPAPER

Departments and Staff

The departmental structure and staffing of a newspaper vary with its size. All papers, however, have certain common aspects. They have a publisher and are generally divided into three main departments. The publisher is in charge of the entire operation of the paper. He or she sets the paper's editorial policy and is responsible for the tone and overall personality of the newspaper. The three main departments at most newspapers are (1) business, (2) production, and (3) news-editorial. Figure 4-3 is a simplified departmental chart for a typical newspaper. The figure reflects the historical fact that news and opinion are kept separate. The editorial columns contain opinion, while the news columns contain objective reporting. The figure also assumes that the online version of the paper is an independent department.

The managing editor oversees the total day-by-day operation of the news department and coordinates the work of the newsroom. The wire editor scans the thousands of words transmitted by the major news services—Associated Press and United Press International—and selects those stories most relevant to the paper, edits them, and adds headlines. The city editor supervises the newspaper's local coverage. He or she assigns stories to local beat reporters or general-assignment reporters. Beat reporters have a specified area to cover: city hall, courts, police station, for example. General-assignment reporters handle a variety of stories, ranging from fires and accidents to the local flower show. The city editor also assigns photographers to go along with reporters on selected stories. The copyeditor usually works inside a special U-shaped desk (called the slot) in the newsroom and supervises the editing, headline writing, and changes in stories submitted by local reporters.

Figure 4-3

Departmental Chart for a Typical Newspaper



S O U N D B Y T E

Who?

Beat reporters need to know the jargon of the area they cover lest embarrassing things happen. A case in point: A new reporter covering the legal circuit for a Virginia paper did not know that FNU (first name unknown) and LNU (last name unknown) were common abbreviations in Virginia law enforcement. Unaware of this jargon, the newcomer dutifully reported that a Mr. Fnu Lnu had been indicted by a grand jury.

Finally, there are specialized sections in the paper that generally have their own editor and staff. These may vary from paper to paper, but typically they include the sports, business, family, real estate, and entertainment departments.

■ Publishing the Newspaper

Getting out a newspaper is a 24-hour-a-day job. News happens at all hours, and many stories happen unexpectedly. Not only that, news is perishable; it becomes less valuable as it ages. Trying to cope with the never-ending flow of news and the constant pressure to keep it fresh requires organiza-

tion and coordination among the paper's staff. This section will illustrate the coordination by sketching how a newspaper gets published.

There are two basic sources of news copy: local reporting and the wire services. Early in the day, the wire editor will scan the output from the wire machines and flag possible stories for the day's paper. At the same time, the city editor is checking his or her notes and daily calendar and making story assignments to various reporters. While all this is going on, the managing editor is gauging the available space, called the newshole, that can be devoted to news in that day's paper. This space will change according to the number of ads scheduled to appear on any one day. The more ads, the greater the number of pages that can be printed and the larger the newshole.

As the day progresses, reporters return from assignments and write and store their news stories at a personal computer. These stories are "called up" by copyeditors, who trim and make changes in the stories and code them for use in the paper. The newsworthy stories are then processed by the design desk. Decisions about page makeup and the amount of space to be devoted to a story are made as the deadline for publication appears. Other decisions are made about the ratio of wire copy to local and state news. Photographs and other artwork are selected for inclusion; headlines are written; space is cleared for late-breaking stories; updates are inserted in breaking stories. The stories are then sent to the composing room and finally to the press.

This routine does not necessarily apply to the online operation. The online editor and staff members discuss story ideas, and the editor assigns stories to the various staffers. There is no newshole limitation to worry about. Some content is rewritten from the print edition, while other content is original. The online staff, of course, works with more than just text and pictures. Sound and video clips could possibly be included with a story as could links to other sites. Stories are posted when finished; there is no need for a composing room or a press. Updates to stories may be posted continuously or at specific times of the day.

ECONOMICS

Newspapers derive their income from two sources: advertising, which provides about 80 percent of the total, and circulation (revenue from subscriptions and single-copy sales), which accounts for the other 20 percent. Advertising revenue is

closely related to circulation since papers with a large circulation are able to charge more for ads that will reach a larger audience.

The newspaper industry went through a period of cost cutting during the mid-to late 1990s. As a result, the industry was in good financial health at the start of the new century. The average pretax operating profit for newspapers was edging close to 20 percent in 2000, compared with about a 13 percent margin for all industries. Moreover, newspapers take in circulation and advertising revenues every day, making them good cash-flow businesses.

Online operations, however, continue to be a drain on profits for most papers. Not many online editions are in the black, and the sites of several major dailies are losing large sums of money. In 1999, for example, the *New York Times* online unit had an operating loss of \$22 million. Only *The Wall Street Journal* has had success making money with its online edition. The *Journal* charges an annual access fee of \$29 (for print subscribers) and \$59 (for print nonsubscribers) for its online version. Other online newspapers have been unsuccessful in charging a fee for their content.

Ironically, one of the reasons that print newspapers were doing so well was the fact that Internet companies were spending large sums of money for newspaper advertising, a situation that changed in 2000 when the dot-com companies cut back on their spending.

A look at the longer term reveals several potential threats to continued economic good times. The percentage of people who regularly read newspapers has been dropping steadily for more than 25 years. Cable TV, radio, and direct mail are becoming aggressive competitors in the quest for local advertising dollars. Newsprint prices remain changeable. Finally, the newspaper is facing increased competition for classified ads, one of its major revenue streams. Web companies, such as monster.com, and portals, such as Yahoo! and Excite, have searchable classified ad categories that are much easier to use than the print classified section of the newspaper.

On the bright side, newspapers are still a fairly cost-effective way for local advertisers to reach local customers, and they continue to be the most important source of local news for their readers. Nonetheless, how long the current prosperity will last is anybody's guess.

■ Advertising Revenue

Advertising revenue comes from four separate sources:

1. Local retail advertising
2. Classified ads
3. National advertising
4. Prepaid inserts

Local retail advertising is purchased by stores and service establishments. Department stores, supermarkets, auto dealers, and discount stores are the businesses that buy large amounts of space. Classified advertising, which is bought by local businesses and individuals, is generally run in a special section in the back of the newspaper. Buyers and sellers purchase classified ads for a wide range of products and services. National advertising originates with manufacturers of products that need to reach a national market on a mass basis. The majority of these ads are for automobiles, food, airlines, and web-based companies. Prepaid inserts, or

preprints, are advertising supplements put together by national, regional, and local businesses that are inserted into the copies of the paper. Companies such as Sears and Best Buy frequently use preprints. The paper charges the advertiser for the distribution of the preprints.

Local retail ads account for most advertising revenue, about 45 percent. Classified ads, however, are becoming more important, accounting for more than 40 percent of all advertising revenue, compared with about 35 percent in the early 1990s. Nonetheless, newspapers are worried that the classified category is not growing as fast as it might because of competition with online ad sites. National ads and preprints make up the remaining 15 percent.

■ Circulation Revenue

Circulation revenue includes all the receipts from selling the paper to the consumer. The newspaper, however, does not receive the total price paid by a reader for a copy of the paper because of the many distribution systems that are employed to get the newspaper to the consumer. The most common method is for the paper to sell copies to a distributor at wholesale prices, usually about 25 percent less than the retail price. Other methods include hiring full-time employees as carriers and billing subscribers in advance. These methods show promise, but they also increase the cost of distribution.

One closely studied factor important in determining circulation revenue is the effect of increased subscription and single-copy prices. In 1970, 89 percent of newspapers were priced at 10¢ a copy. In 2000, none cost less than 25¢. Most cost 50¢ or more. Sunday papers have shown similar increases. In 1970, the typical price was 25¢. By 2000, it was more than \$1.50. The rising price of newspapers has probably had some negative impact on circulation revenue. Several papers have noted a decrease in subscriptions among older, fixed-income residents following a price increase.

■ General Expenses

The costs of running a newspaper can be viewed in several ways. One common method is to divide the costs by function:

1. News and editorial costs.
2. Expenses involved in selling local, national, and classified ads.
3. Mechanical costs, including typesetting and plate production.
4. Printing costs, such as newsprint (the paper), ink, and the cost of running the press.
5. Circulation and distribution costs.
6. General administrative costs, such as secretarial and clerical services and the cost of soliciting for subscriptions.

Some of these costs are variable. For example, the printing costs will increase as the number of printed copies increases. Distribution costs will also increase with circulation size. Other costs are fixed. The expense of sending a reporter to the airport to cover a visiting dignitary will be about the same for a paper with a circulation of 10,000 as for one with a circulation of 100,000. This means that the cost of running a newspaper will depend somewhat on the size of the paper. For a small paper (circulation about 25,000), general administrative costs would rank first, accounting for about one-third of all expenses. The cost of newsprint and ink would rank second, followed by mechanical costs. Total expenses for this size

daily would run about \$3 million to \$5 million per year. In the case of a big-city daily (circulation 200,000), newsprint and ink costs rank first, followed by administrative expenses and mechanical costs. On the average, newsprint accounts for about 25 cents of every dollar spent by a paper.

FEEDBACK

The Audit Bureau of Circulations

The best-known feedback system for newspapers is that connected with the **Audit Bureau of Circulations (ABC)**. During the early 1900s, with the growth of mass advertising, some publishers began inflating the number of readers in order to attract more revenue from advertisers. In an effort to check this deceptive practice, advertisers and publishers joined to form the ABC in 1914. The organization's purpose was to establish ground rules for counting circulation, to make sure that the rules were enforced, and to provide verified reports of circulation data. The ABC audits about three-fourths of all print media in the United States and Canada, about 2,600 publications.

The ABC functions in the following manner. Publishers keep detailed records of circulation data. Twice a year, publishers file a circulation statement with the ABC, which the ABC in turn disseminates to its clients. Once every year, the ABC audits publications to verify that the figures that have been reported are accurate. An ABC representative visits the publication and is free to examine records and files.

In an average year, the ABC's field staff of 90 travels approximately 300,000 miles and spends about 135,000 audit hours in verifying the facts on member publications' circulation. The cost of the ABC's services, about \$5 million per year, is financed through member dues and service fees.

Newspapers are turning to automation to save money. These robot paper movers work for the *Rocky Mountain News*. (Courtesy FMC Corporation)



The ABC has made its reports easier to understand by adding maps and bar charts that display five-year circulation trends. In addition, in 1993, the ABC approved guidelines for auditing electronic and online media.

■ Newspaper Audiences

As of 2000, approximately 56 million copies of morning and evening papers, either purchased at the newsstand or delivered to the doorstep, found their way into American homes every weekday. Daily newspaper circulation, in absolute terms, has decreased since 1970, as a glance at Table 4.3 shows. The population, however, has been increasing. To reflect this fact and to provide additional perspective, column four of the table presents the ratio of daily circulation to the total adult population of the United States (expressed in thousands). As can be seen, daily newspaper circulation is not keeping pace with the overall growth of the population.

The percentage of adults reading one or more papers every day has declined from about 80 percent in the early 1960s to about 57 percent in 2000. The most pronounced decline has occurred in the 18-to-29 and 30-to-44 age groups and among those who have not attended college. The overall drop in daily circulation has been most noticeable in urban areas. As Figure 4-4 shows, newspaper circulation in cities with more than a half-million residents has dropped about 24 percent from 1973 to 2000. Conversely, circulation in medium-size towns with populations from 50,000 to 500,000 has increased 46 percent. Circulation in smaller communities has decreased about 42 percent in the same period.

Why the overall decline? Some have attributed it to the increased mobility of Americans, the increase in single-person households, more expensive subscription and per-copy prices, a general decline in the level of reading ability among young people, and competition from other media.

Table 4.3 Daily and Weekly Newspaper Circulation

Year	All Daily Papers	All Weekly Papers	Daily Circulation per 1,000 Adults	Weekly Circulation per 1,000 Adults
1930	39,589,000	—	455	
1940	41,132,000	—	415	
1950	53,829,000	—	487	
1960	58,882,000	21,328,000	475	172
1965	60,358,000	26,088,000	451	195
1970	62,108,000	29,423,000	428	203
1975	60,655,000	35,176,000	380	221
1980	62,201,840	40,970,000	360	245
1984	63,100,000	43,100,000	341	235
1990	62,327,962	56,181,047	329	298
1996	56,989,800	81,588,000*	312	432*
1999	55,979,332	74,457,621*	290	412*

Source: Compiled by author.

*1996 and 1999 weekly figures not comparable to prior years as a result of change in information collection procedures.

MEDIA PROBE Deconstructing the Newspaper

The traditional newspaper has always been an amalgamation of diverse content: local, national, and international news; sports scores; stock market reports; classified ads; editorials; weather; entertainment news; and so on. Over the years, the newspaper was the most convenient and cost-efficient form for packaging these items.

With the rise of the Internet, however, where publishing costs so little, niche websites can bleed off consumers who would have traditionally relied on the paper for information. The classifieds are the best example; they work much better on the net. They are searchable and not confined to a single geographic region. A job hunter can use a site such as monster.com to find job openings all across the country. People with odd items to sell find it cheaper and more effective to advertise on eBay rather than in the local paper. Some businesses have found it cheaper to set up their own

classified ad site, such as Realtor.com, rather than buy space in the newspaper. Since classified advertising is an important revenue stream for newspapers, it is not surprising that many papers have established partnerships with online classified websites.

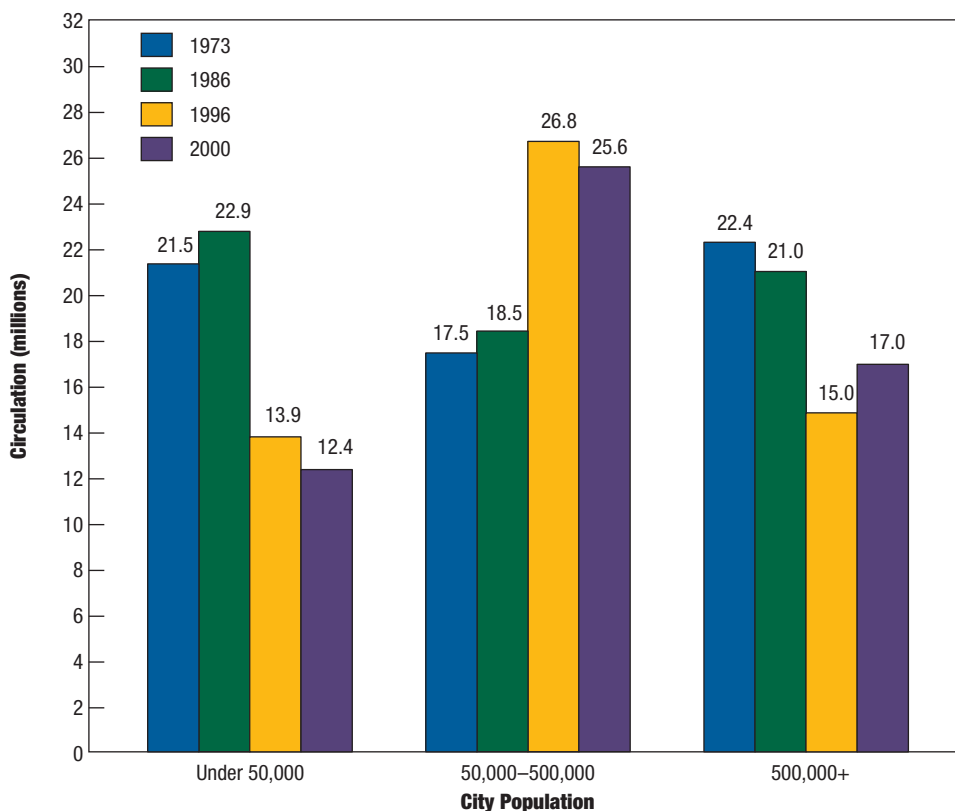
Sports coverage is another example. Specialized sites such as ESPN.com or Sportsline.com offer more in-depth information and more up-to-the-minute scores. Current stock market quotes, analysis, and financial news are available on many websites. Entertainment news is available from numerous sites. The online news services offer breaking news all day long, not just at specific times in the morning, afternoon, or evening.

Will the print newspaper eventually come unglued, with all its parts being usurped by the web? Most experts think that scenario is unlikely. Most agree, however, that 10 years from now, the newspaper will be significantly different from today's model.

Print newspapers are losing some readers to online media. In 1995, about 4 percent of the U.S. population went online at least once a week to get their news. In 2000, the comparable figure was 25 percent. The key demographic group that reads most of its news online is young adults—the same group that reads print

Figure 4-4

Fluctuations in Daily-
Newspaper Circulation
by Size of City,
1973–2000



papers the least. Some of these readers turn to online newspapers for their news; others go to portals, such as Excite and Yahoo!, or to other news sources, such as CNN.com, and skip newspapers entirely.

The number of people who visit the sites of online newspapers is impressive. On a typical weekday, *USA Today's* website attracts more than 900,000 unique visitors. The *New York Times* online version is visited by about 300,000 people on an average weekday. Most experts agree that the number of people going online for news will increase steadily over the next few years.



THE NEWSPAPER INDUSTRY

The newspaper industry is a big employer. In 2000, newspaper employment exceeded 440,000 people. In fact, newspapers now rank among the leaders in the Labor Department's listing of the nation's manufacturing employees. Of these 440,000, about 70,000 are employed in the editorial side of the paper; an additional 50,000 work in promotion and advertising, and another 60,000 in the administrative area. The remainder work in the circulation and production departments. More women are entering careers in journalism. The 2000 workforce was about 48 percent female.

The economic prosperity of the past decade has helped improve the job market for those going into the journalism profession. More jobs were available, and average pay was increasing. Nonetheless, the newspaper industry has historically been one of the lowest-paying media industries. A 1999 survey by the *Columbia Journalism Review* found that entry-level reporters for print newspapers were making between \$18,000 and \$25,000, ranking them below their counterparts in broadcast and magazine journalism.

Online media have siphoned away many employees from print newspapers. One reason for this migration is financial. The same survey mentioned above found that average entry-level salaries for online reporters ranged from \$30,000 to \$35,000. Online media, however, cut back on personnel in 2000–2001 and many online reporters went back to the traditional print newspaper.

■ Entry-Level Positions

A person seeking an entry-level job as a reporter has the best chance of landing a job at a small daily paper or weekly. Starting out at a small paper will give a newcomer experience in several areas of newspaper work, since the division of labor at these papers is less clear. A reporter might also function as a photographer, edit wire copy, and write headlines. One possible way to break into the profession is to secure a summer job or an internship. Additionally, some people break into the profession as proofreaders, rewrite persons, or researchers.

Other entry-level jobs can be found in the business side of the paper. Students who are interested in this type of work should have a background in business, advertising, and economics, along with a knowledge of mass communication. Since advertising is such an important source of newspaper revenue, most newspapers will gladly accept a newcomer who wishes to work in the sales department.

Opportunities also exist in the circulation department for those interested in working with distributors and local carriers. Skills in organization and management are needed for these positions. Since controlling costs has become an important factor in operating a profitable paper, there are also beginning positions for accountants, cost analysts, and market researchers.

Of course, online newspapers represent a further opportunity. The kinds of jobs that are available are varied and are still being defined: Information has to be filed in the appropriate places, files must be updated, graphics need to be designed, e-mail must be answered, story leads suggested by subscribers need to be checked out, and so forth.

■ Upward Mobility

A person who is selecting an entry-level position in newspapers should consider where the job might lead and how long it will take to get there. In the case of a reporter, upward mobility can come in one of two ways. A reporter can advance by becoming skilled in editing and move up to the position of copyeditor or perhaps state editor, regional editor, or wire editor. The ultimate goal for this person would be the city editor's or managing editor's slot. Other reporters might not wish to take on the additional administrative and desk work that goes with a managerial position. If that is the case, then career advancement consists of moving on to larger-circulation papers in big cities or to increased specialization in one field of reporting.

On the business side, the route for advancement in the advertising department usually leads from the classifieds to the national advertising division. This department works with manufacturers of nationally distributed products and services and plans display advertising for these companies. The national ad staff often works hand in hand with the newspaper's national sales representative. The national reps have offices in major cities where they solicit ads for local papers. Those who begin in the circulation department can eventually rise to the position of circulation manager. Ultimately, the top job that can be reached, short of publisher, is that of business manager, the person in charge of the entire business side of the paper.

■ MAIN POINTS

- Newspapers in colonial America were published with permission of the local government. A free press did not appear until after the Revolution.
- The mass newspaper arrived in the 1830s with the publication of Benjamin Day's *New York Sun*, the first of the penny-press papers.
- The era of yellow journalism popularized sensationalism, crusades, and human-interest reporting and introduced more attractive newspaper designs.
- Many newspapers were merged or folded during the early 1900s. Tabloid papers became popular. The trend toward consolidation would continue to the years following World War II.
- There are four types of daily papers: national newspapers, large metro dailies, suburban dailies, and small-town dailies. Other major types of papers include weeklies, special-service newspapers, and minority newspapers.
- More than 1,000 papers now have online versions.
- Newspaper ownership is characterized by large group owners and declining competition.
- Newspapers are currently enjoying financial prosperity but are worried about competition from online media.
- Newspaper audiences are measured by the Audit Bureau of Circulations. Newspaper readership has declined for the past several decades, with big-city dailies hardest hit by the decrease.

■ QUESTIONS FOR REVIEW

1. Trace the changes in the definition of *news* from the 1600s to 2000.
2. What are the defining characteristics of newspapers?
3. What are some of the advantages the traditional ink-and-paper newspaper has over the online version? What are some of the advantages the online version has over the print version?
4. What are the main revenue sources for newspapers?

■ QUESTIONS FOR CRITICAL THINKING

1. Why don't young people read a newspaper? What, if anything, could newspapers do to recapture this audience segment?
2. Has the growth of newspaper group owners helped or hurt the newspaper industry? Has it helped or hurt society?
3. What is your opinion of public journalism? Does it expand the role of the newspaper into areas that are controversial?
4. Will the online version eventually replace the print version of a newspaper? Why or why not?

■ KEY TERMS

political press (p. 86)
 First Amendment (p. 86)
 penny press (p. 88)
 yellow journalism (p. 91)
 jazz journalism (p. 92)

tabloids (p. 92)
 public journalism (p. 94)
 portal (p. 95)
 circulation (p. 98)
 zoned editions (p. 100)

newshole (p. 105)
 joint-operating agreement (JOA)
 (p. 108)
 Audit Bureau of Circulations (ABC)
 (p. 113)

■ SUGGESTIONS FOR FURTHER READING

The books listed below are good sources for additional information about the history and organization of the newspaper industry.

Emery, Michael, and Edwin Emery, with Nancy Roberts. *The Press and America*. 8th edition. Boston: Allyn and Bacon, 1996.

Folkerts, Jean, and Dwight Teeter. *Voices of a Nation*. 3rd edition. Boston: Allyn and Bacon, 1998.

Graham, Katharine. *Personal History*. New York: Vintage Books, 1998.

Hamilton, John, and George Krimsky. *Hold the Press: The Inside Story on Newspapers*. Baton Rouge, LA: Louisiana State University Press, 1997.

Keeble, Richard. *The Newspaper Handbook*. New York: Routledge, 1998.

Lauterer, Jock. *Community Journalism*. Ames, IA: Iowa State University Press, 1995.

Murray, Donald. *Writing to Deadline*. Portsmouth, NH: Heinemann, 2000.

Picard, Robert, and Jeffrey Brody. *The Newspaper Publishing Industry*. Needham Heights, MA: Allyn and Bacon, 1996.

■ SURFING THE INTERNET

The following are examples of some sites that deal with the newspaper industry. All listings were current as of late 2000.

www.cln.com/newsstand/current

Creative Loafing Online. A guide to the arts, culture, and entertainment. A good illustration of the non-traditional weekly press.

www.decatordailydemocrat.com

A good example of a slick online paper published by a small-town daily.

www.naa.org

Site of the Newspaper Association of America, a major industry trade organization. Contains information on newspaper circulation, public policy, and

diversity, as well as links to the organization's *presstime* magazine. A hot-link feature allows visitors to see a list of newspapers online in a chosen state.

www.theonion.com

It may look like an authentic online paper, but it's not.

www.usatoday.com

Colorful site of the national daily *USA Today*. Site will look familiar because it is modeled after the paper-and-ink version.