

construct a map of the road on which the Herald expedition was now journeying, if they draw a line 150 miles south by west from Unyanyembe, then 150 miles west northwest, then ninety miles north, half east, then seventy miles west by north, and that will take them to Ujiji.

"Near Isinga met a caravan of eighty Waguha direct from Ujiji, bearing oil, and bound for Unyanyembe. They report that a white man was left by them five days ago at Ujiji. He had the same color as I have, wears the same shoes, the same clothes, and has hair on his face like I have, only his is white. This is Livingstone. Hurrah for Ujiji! My men share my joy, we shall be coming back now directly; and, being happy at the prospect, I buy three goats and five gallons of native beer, which will be eaten and drunk directly."

Two marches from Malagarazi brought us to Kawanga was the first place in Uhha where we were. It is the village where resides the first *mutwa* chief, to whom caravans have to pay tribute. The man we paid twelve and a half dhoti,\* upon the standing that we would have to pay no more but here and Ujiji. Next morning, buoyed up by the thought that we should soon come to our journey's end had arranged to make a long march of it that left Kawanga cheerfully enough. The country unfolded gently before us like the prairie of Nebraska devoid of trees almost as our own plains. The every wave of land enabled us to see the scores of lages which dotted its surface, though it requires eyes to detect at a distance the beehive and thatched huts from the bleached grass of the plain had marched an hour, probably, and were past a large village, with populous suburbs about it, where we saw a large party pursuing us, who, when they came up to us, asked us how we dared pass without paying tribute to the king of Uhha.

"We have paid it!" we said, quite astonished whom?" "To the Chief of Kawanga." "How much?" "Twelve and a half dhoti." "Oh, but that is of himself. However, you had better stop and rest in the village until we find all about it."

But we halted in the middle of the road until our messengers they sent came back. Seeing our reluctance to halt at their village, they sent men to Mionvu, living an arrow's flight from where we halted, to warn him of our contumacy. Mionvu came to us, robed most royally, after the fashion of the King of Africa, in a crimson cloth, arranged togalike over his shoulder and depending to his ankles, and a new piece of Massachusetts sheeting folded over his head. He greeted us graciously — he was a prince of politeness — shook hands first with me, then with my head men, and cast a keen eye around, in order, as I thought, to measure our strength. Then seating himself, he spoke with decision something in this style:

"Why does the white man stand in the road? The sun is hot; let him seek the shelter of my village, where we can arrange this little matter between us. Does he know not that there is a king in Uhha, and that I, Mionvu, am his servant? It is a custom for us to make friends with great men, such as the white man. All Arabs and Wanguana stop here and give us cloth. Does the white man mean to go on without paying? Why should he desire war? I know he is stronger than we are here, his men have guns, and we have but spears and arrows; but Uhha is large and has plenty of people. The children of the king are many. If he comes to be a friend to us he will come to our village, give us something, and then go on his way."

The armed warriors around applauded the very commonplace speech of Mionvu because it spoke the feelings with which they viewed our bales. Certain am I, though, that one portion of his speech — that which

wished us to start hostilities in order that he might have a good reason for seizing the whole. But it is not new to you, of course, if you have read this letter through, that the representative of the Herald was held of small account here, and never one did I see who would care a bead for anything that you would ever publish against him. So the next time you wish me to enter Africa I only hope you will think it worth while to send with me one hundred good men from the Herald office to punish this audacious Mionvu, who fears neither The New York Herald nor the Star-Spangled Banner, be the latter ever so much spangled

shriek and shout as if a crocodile had bitten her. The guide implored me to stop her shrieking, or she would alarm the whole country, and we would have hundreds of angry Wahha about us. The men were already preparing to bolt — several being on the run with their loads. At my order to stop her noise she launched into another fit of hysterical shrieking, and I was compelled to stop her cries with three or four sharp cuts across her shoulders, though I felt rather ashamed of myself; but our lives and the success of the expedition were worth more, in my opinion, than a hundred of such women. As a further precaution she was gagged

without bounds, a gray expanse of water.

From the western base of the hill was a thin march, though no march ever passed off so. The hours seemed to have been quarters, we so much that was novel and rare to us who traveling so long on the highlands. The bounding lake on the eastward receded, the lake advanced. We had crossed the Ruche, and its thick belt of tall matted grass. We had entered a perfect forest of them and had entered cultivated fields which supply the port of vegetables, etc., and we stood at last on the hill of the myriads we had crossed Ujiji, embowered in palms, with the silver waters of the Tanganyika rolling directly below us.

We are now about descending — in a few minutes we have reached the spot where we intended our search — our fate will soon be known in that town knows we are coming; they know we are so close to them. If a word of the white man at Unyanyembe reaches us we are there yet. We shall take them for no other but a white man would come to Ujiji with the country in a state — no other but a crazy white man, the son of Nasib, is going to report Burghash for not taking his advice. We are but a mile from Ujiji now, and we should let them know a caravan is descending firing" is the word passed down the column, and gladly do they loaded their muskets half full, and the roadside of a line-of-battle ship. Down the hill sending huge charges home to the battery after volley is fired. The flags are flying in front, waving joyously in the zenith of his glory. The fort of Zanzita will know it directly and will tell them may — as to what it means. Nasib and Stripes so beautiful to my mind of the Tanganyika has such an effect. He blows his horn, and the shrill, whistle far and near; and still the cannon may be heard every seconds. By this time the Arabs and the natives of Ujiji, Waguha, Wanguana, and I know not whom hurry up here to ask what it all means — this firing, and blowing of horns and flag flying. The Arabs shouted out to me by the deed that the Arabs have run up breathlessly to me and ask anxiously where I come from. I answered with them. The expedition goes on. We should like to settle the vexed question of view.

"Who is he? Has he fled? Suddenly a man — at my elbow shouts in English, "sir?"

"Hello, who the deuce are you?"

"I am the servant of Dr. Livingstone," he said before I can ask any more questions he is running a madman towards the town.

We have at last entered the town. There are hundreds of people around me — I might say without exaggeration, it seems to me. It is a triumphal procession. As we move, they move are drawn towards us. The expedition at last a halt; the journey is ended for a time; but I have a few more steps to make. There is a grand most respectable Arabs, and as I come near the white face of an old man among them. He has a cap with a gold band around it, his dress jacket of red blanket cloth, and his pants — I don't observe. I am shaking hands with him, and I say: "Dr. Livingstone, I present our hats, and I say: "Dr. Livingstone, I present And he says, "Yes."

## CHAPTER

# 1

# The story of journalism

*Before you begin learning how to report and write stories, take a tour of the heroes and history that brought us this far.*

## IN THIS CHAPTER:

### 6 ▶ Newsroom heroes, legends and folklore

*Highlights from the history of journalism, from Mark Twain and Lois Lane to "Citizen Kane."*

### 8 ▶ The birth of journalism

*How newspapers were established in America — and how the fight for a free press led to war.*

### 10 ▶ News in the 19th century

*Mass media dominated city streets, while yellow journalism gave reporters a bad name.*

### 12 ▶ News in the 20th century

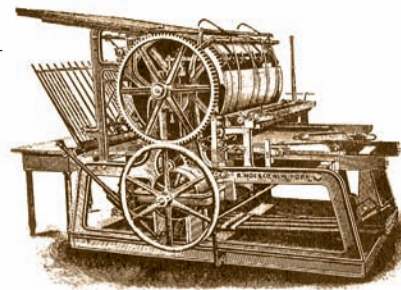
*Radio and television threaten the media monopoly newspapers enjoyed for centuries.*

### 14 ▶ Today's changing media landscape

*The availability of news online has created new opportunities and challenges for journalists.*

### 16 ▶ The student journalists' news attitude survey

*Compare your news consumption habits to those of hundreds of other students nationwide.*



into an agreement to show me a road — or rather to lead me to it — that might be clear of all habitations as far as Ujiji, for twelve dhoti, paid beforehand. This cloth was paid to him at once.

At half-past two A.M. the men were ready, and, stealing silently past the huts, the guide opened the gates, and we filed out one by one as quickly as possible. The moon was bright, and by it we perceived that we were striking across a burned plain in a southerly direction, and then turned westward, parallel with the highroad, at a distance of four miles, sometimes lessening or increasing that distance as circumstances compelled us. At eight A.M. we halted for breakfast, having marched nearly six hours within the jungle which stretched for miles around us.

We were only once on the point of being discovered, through the madfreak of a weakbrained woman who was the wife of one of the black soldiers. We were

the exceedingly lengthy marches we had recently undertaken.

Rising at early dawn, our new clothes were brought forth again that we might present as decent an appearance as possible before the Arabs of Ujiji, and my helmet was well chalked and a new puggree folded around it, my boots were well oiled and my white flannels put on, and altogether, without joking, I might have paraded the streets of Bombay without attracting any very great attention.

A couple of hours brought us to the base of a hill, from the top of which the Kirangozi said we could obtain a view of the great Tanganyika Lake. Heedless of the rough path or of the toilsome steep, spurred onward by the cheery promise, the ascent was performed in a short time. I was pleased at the sight; and, as we descended, it opened more and more into view until it was revealed at last into a grand inland sea,

# Newsroom heroes, legends and folklore

*Looking for a career that boasts a long, colorful tradition?*

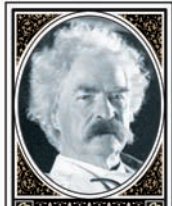
Welcome to the world of journalism, where reporters have been digging dirt, raking muck, making headlines and meeting deadlines for centuries now. It's a history full of tabloid trash, of slimy sensationalists, of "drunkards, deadbeats and bummers" (as a Harvard University president once described reporters).

But it's a history full of heroes, too: men and women risking their lives to tell stories of war and tragedy, risking imprisonment to defend free speech. And as you can see here, reporters have become beloved characters in pop culture, too, turning up in movies, comics and TV shows *as if guided by an occult hand*. ▼



*In the 1970s, the investigative reporting of Bob Woodward (left) and Carl Bernstein exposed the Watergate scandal that forced President Nixon to resign. The exploits of those two Washington Post reporters became a popular book and movie, providing inspiration to journalists everywhere.*

## FIVE LEGENDARY JOURNALISTS EVERY REPORTER SHOULD KNOW



### MARK TWAIN (1835-1910)

Twain (real name: Samuel Clemens) is best known as the humorist who created Tom Sawyer and wrote a classic novel, "The Adventures of Huckleberry Finn." But Twain honed his craft as a reporter in Nevada and California, writing columns, feature stories and travel pieces that made him popular all across the country.



### NELLIE BLY (1864-1922)

Called "the best reporter in America" in the late 1800s, Bly (real name: Elizabeth Cochrane) pioneered investigative journalism with her bold undercover adventures: getting herself locked up in a lunatic asylum, working in a sweatshop to expose child-labor abuses and, in a famous publicity stunt, traveling around the world in 72 days.



### H.L. MENCKEN (1880-1956)

Looking for biting, brilliantly quotable social commentary? Mencken's your man. Whether ranting about politics ("Democracy is the art of running the circus from the monkey cage") or people ("There's no underestimating the intelligence of the American public"), Mencken became a journalism legend in the first half of the 20th century.



### ERNEST HEMINGWAY (1899-1961)

Where did this influential American novelist develop his straightforward prose style? Covering crimes and fires for The Kansas City Star, where his editors' admonitions to use short sentences, short paragraphs and vigorous English "were the best rules I ever learned for the business of writing," Hemingway later recalled.



### HUNTER S. THOMPSON (1937-2005)

Hey, we didn't say these were all *excellent role models*; we just said you should know about them. And for good or bad, every reporter needs to ingest some of Hunter Thompson's "gonzo journalism," a wacko blend of satire, profanity and hallucinogenic exaggeration. Beware: This stuff was dangerously excessive and crazily entertaining.



Visit **THE MORGUE** to read excerpts from these writers' works:

TWAIN ▶ 204 BLY ▶ 206 MENCKEN ▶ 210 HEMINGWAY ▶ 209 THOMPSON ▶ 212

## 30 SLANG TERMS FOR "REPORTER"

jotter	ink-stained wretch
journo	pavement-prowler
scribe	knight of the pen
scrivener	headline hunter
hooper	slang-whanger
hound	Fourth Estater
snoop	bloodhound
stringer	bull shooter
legman	ink slinger
newsie	news grabber
scratcher	nosy newsy
gazetteer	paper stainer
news hack	paragrapher
news hen	pencil pusher
pen driver	wordster

## FIVE MYTHS ABOUT REPORTERS

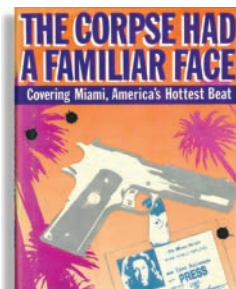
1. Female reporters are gutsy, idealistic, beautiful and single; male reporters are surly, cynical loners who'll lie, cheat and ruin people's lives to get a juicy scoop.
2. Reporters routinely solve mysteries before the cops do, especially after their editors yank them off the stories.
3. Reporters spend all of their time either: a) ambushing celebrities outside nightclubs, b) dodging bullets in foreign hot spots, or c) shouting questions at crooked politicians on the steps of City Hall.
4. Reporters celebrate big stories by drinking whiskey bottles hidden in their desks.
5. All reporters have a liberal bias.

## FIVE INSPIRATIONAL BOOKS EVERY REPORTER SHOULD READ

**"ALL THE PRESIDENT'S MEN"** by Carl Bernstein and Bob Woodward — A gripping tale of politics, scandal, conspiracies, lies and the dogged determination of two heroic reporters. That's right: *heroic*. Watching Woodward and Bernstein unravel the threads that lead to Nixon's downfall is exhilarating. The world needs more gutsy reporters like these guys.

**"THE ELEMENTS OF STYLE"** by Strunk and White — Lots of books tell you how to write. Most of them make it painful. But this one is full of savvy advice that will stick with you for years, like *use the active voice* and *omit needless words*. Studying this 100-page mini-manual helps make your prose truly pro.

**"WRITING FOR STORY"** by Jon Franklin — If you stay in this business long enough, you'll eventually wonder: How do I write a gripping, Pulitzer Prize-winning epic? Franklin's popular feature-writing guide teaches you all the techniques: structure, flashbacks, foreshadowing, pacing. And it's loaded with inspiring examples.



**"THE CORPSE HAD A FAMILIAR FACE"** by Edna Buchanan — If you've ever wondered what it's like to be a crime reporter in a city full of creeps, crooks and crazies (Miami), the legendary Buchanan will not only show you — she'll inspire you to start covering cops, too.

**"INSIDE REPORTING"** by Tim Harrower — Kidding! Just kidding! Instead, find a copy of "The New Journalism," a terrific sampler edited by Tom Wolfe that anthologizes late-20th-century journalistic legends like Mailer, Capote, Didion and Wolfe himself. Don't miss it.



Part detective story, part political thriller, **"ALL THE PRESIDENT'S MEN"** is both inspiring and entertaining. Starring Robert Redford as Woodward (left) and Dustin Hoffman as Bernstein, the 1976 film captures the tireless tenacity that turned these reporters into heroes.

## FIVE CLASSIC JOURNALISM MOVIES

**"CITIZEN KANE"** — We all know how crazy reporters can be. This 1941 Orson Welles masterpiece shows you how rich, powerful and loony *publishers* can be. Watching this film transports you back to a golden age of journalism that's gone forever. Critics agree that "Citizen Kane" showcases some of the most brilliant moviemaking of all time; luckily for us, it's about newspapers, too.

**"HIS GIRL FRIDAY"** — One of the best of the 1940s screwball comedies: a fast-paced classic starring Cary Grant as a charming newspaper editor matching wits and wisecracks with Rosalind Russell, his star reporter (and ex-wife). Some viewers prefer the 1974 Jack Lemmon/Walter Matthau remake, "The Front Page."

**"BROADCAST NEWS"** — A smart, comedic look at the personalities in front of AND behind the cameras in a network newsroom. William Hurt plays an airheaded anchor who represents the brainless artificiality of television news. Holly Hunter plays a producer grappling with her values, her workload and her love life.

**"GOOD NIGHT, AND GOOD LUCK"** — McCarthy vs. Murrow. Politicians vs. the press. This 2005 drama, set in the early days of television news, provides an absorbing introduction to the courage and eloquence of Edward R. Murrow — and a sobering reminder of why democracy requires a free and aggressive press.



### BEST NEWSROOM RANT:

*"You know what people use these for? They roll them up and swat their puppies for wetting on the rug — they spread them on the floor when they're painting the walls — they wrap fish in them — shred them up and pack their two-bit china in them when they move — or else they pile up in the garage until an inspector declares them a fire hazard! But this also happens to be a couple of more things! It's got print on it that tells stories that hundreds of good men all over the world have broken their backs to get. It gives a lot of information to a lot of people who wouldn't have known about it if we hadn't taken the trouble to tell them. It's the sum total of the work of a lot of guys who don't quit. It's a newspaper . . . and it only costs 10 cents, that's all. But if you only read the comic section or the want ads — it's still the best buy for your money in the world."*

**William Conrad,**  
crusty city editor in the  
1959 newspaper movie "30"

## FIVE FAMOUS FICTIONAL NEWSROOM CHARACTERS

**CLARK KENT and LOIS LANE** are the two best reporters at The Daily Planet — though Lois seems to be the only one doing any *actual reporting* at that newspaper. And whenever Lois' nose for news lands her in hot water, Superman (Clark's other identity) conveniently manages to save her before she blows her deadline. Ahh, if only it worked that way in real life . . .

**LOU GRANT** was the ultimate surly, burly, gruff-but-lovable editor. On the legendary "Mary Tyler Moore" TV comedy back in the '70s, Lou (played by Ed Asner, at right) ran a TV newsroom; on the "Lou Grant" spinoff, he was the classic crusty, crusading newspaper editor.

**BRENDA STARR** was a pioneer: a strong female comic-strip character from the 1940s drawn by female cartoonists, which was rare back then. Readers loved the redheaded reporter's far-flung adventures and steamy love affairs, which continue today on newspaper comic pages.

**JIMMY** was an 8-year-old heroin addict whose heart-wrenching story won a Pulitzer Prize for Janet Cooke and The Washington Post in 1981. The problem? Jimmy didn't exist; the story was a fabrication. Cooke resigned, and her award was revoked in the humiliating scandal that ensued.



## What's your

# JQ

Think you're smart when it comes to journalism facts and folklore? Prove it.

Take this quiz to rate your JQ — your Journalism Quotient.

Answers on Page 300.

**1.** "Rock journalism is people who can't write interviewing people who can't talk for people who can't read."

Who said that?

- Madonna  
 Rush Limbaugh  
 Frank Zappa

**2.** What fictional editor used to cry, "Great Caesar's ghost!"?

**3.** In the photo below, Harry S. Truman holds a copy of a legendary headline blooper. What did the headline say?



**4.** What's the number-one reason people watch most local TV newscasts?

- news  
 sports  
 weather

**5.** Who used to sign off his newscast by saying, "And that's the way it is . . . " ?

**6.** Which cable news network attracts the most viewers?

**7.** Which news Web site attracts the most page views?

**8.** In 1872, Henry Stanley, star reporter for The New York Herald, searched the African jungle for a missing explorer. Stanley's epic account of his expedition climaxed in its

final paragraphs, where he uttered one of the most famous phrases in journalism history. What did Stanley say?

**9.** Who was the first woman to regularly anchor a nightly network newscast?

**10.** Miami Herald editor John McMullen made this prediction in 1982 about a radical new journalistic venture: "I don't think it has much chance. It won't offer much that's original or different. I give it two years." What was he talking about?

**11.** In what country will you find the world's largest newspaper, with a circulation of 14 million?  
 India  Brazil  Japan

**12.** Decades ago, reporters typed a certain number to mark the end of every story. What was that number?

**13.** According to a recent 20-year study, which one of these news topics are Americans most interested in?

- celebrities  
 disasters  
 money  
 health

**14.** On the TV show "Sex and the City," what was Sarah Jessica Parker's newspaper job?



# The birth of journalism

*Every society seeks effective ways to spread new information and gossip.*

In ancient times, news was scrawled onto clay tablets. In Caesar's age, Romans read newsletters handwritten by slaves. Wandering minstrels spread news (and the plague) in the Middle Ages. Then came ink on newsprint. Voices on airwaves. Movie newsreels. Cable news networks. And



Presses like this were used to print books and newspapers in colonial times. With skill and arm strength, a printer and a “devil” (his assistant) could crank out 200 pages an hour.

wireless multimedia Web sites.

When scholars analyze journalism's rich history, some view it in terms of technological progress — for example, the dramatic impact of bigger, faster printing presses.

Others see journalism as a form of literature, one that's constantly evolving as it reflects and shapes its culture.

Others see it as an inspiring quest for free speech, an endless power struggle between Authority (trying to control information) and The People (trying to learn the truth). Which recalls the words of A.J. Liebling: “Freedom of the press is guaranteed only to those who own one.”

In the pages ahead, we'll take a quick tour of 600 years of journalism history, from hieroglyphics to hypertext: the media, the message and the politics.



“To publish a good Newspaper is not so easy an Undertaking as many People imagine it to be. The Author of a Gazette ought to be qualified with an extensive Acquaintance with Languages, a great Easiness and Command of Writing and Relating Things clearly and intelligibly, and in a few words; he should be able to speak of War both by Land and Sea; be well acquainted with Geography, with the History of the time, with the several interests of Princes and States . . .”

**Benjamin Franklin,**  
editor, *The Pennsylvania Gazette*

## THE RISE AND FALL OF AMERICA'S FIRST NEWSPAPER

Benjamin Harris was a printer who'd been jailed in London for his subversive writings. He fled to Boston in 1686, where he wrote a popular spelling primer, ran a successful bookshop — and, in 1690, produced the first and only issue of *Publick Occurrences Both Foreign and Domestick*.

It was a small newspaper, printed on three pages. The fourth was left blank, so readers could add news, then pass the paper along. But Harris had failed to obtain a printing license. Worse, authorities claimed the paper contained “doubtful and uncertain Reports,” including criticism of military policy. So after one issue, the governor shut it down.

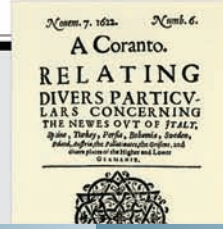
**EXCERPTS** from *Publick Occurrences*, Sept. 25, 1690:

**On a sex scandal involving the King of France:** France is in much trouble (and fear), not only with us but also with his Son, who has revolted against him lately, and has great reason if reports be true, that *the Father used to lie with the Sons Wife*.

**On a disease epidemic:** The Small-pox which has been raging in Boston, after a manner very Extraordinary is now very much abated. . . . The number of them that have dyed in Boston by this last Visitation is about three hundred and twenty. . . . It seized upon all sorts of people that came in the way of it, it infected even Children in the bellies of Mothers that had themselves undergone the Disease many years ago.

**On the first Thanksgiving:** The Christianized Indians in some parts of Plimouth, have newly appointed a day of Thanksgiving to God for his Mercy in supplying their extream and pinching Necessities under their late want of Corn, & for His giving them now a prospect of a very Comfortable Harvest.

**On war with the Indians (whom Harris calls “miserable Salvages”):** When Capt. Mason was at Fort Real, he cut the faces and ript the bellies of two Indians, and threw a third overboard in the sight of the French, who informing the other Indians of it, have in revenge barbarously Butcher'd forty Captives of our that were in their hands.



### TIMELINE (1400-1800)

**The 1400s:** Johann Gutenberg invents the printing press around 1440, printing his famous Bible in the 1450s. William Caxton brings the first printing press to England in 1476.

**The 1500s:** Henry VIII censors printers by issuing a list of prohibited books and forcing all printers to obtain licenses. Authorities arrest printers for sedition and “unfitting worddes.”

**1610:** Weekly newspapers appear in Cologne and Vienna.

**1620s:** London printers first distribute “corantos” — small pamphlets summarizing foreign news translated from German and Dutch journals.

**1609:** Europe's first regularly published newspapers emerge: *Avisa* in Wolfenbüttel (northern Germany) and *Relation* in Strasbourg.



**1644:** English poet John Milton publishes his “Areopagitica,” an eloquent plea for free speech. His ideas will be recycled a century later by American revolutionaries struggling for greater press freedom.

**1690:** In Boston, *Publick Occurrences* tries to become America's first newspaper. It fails.

**1665:** The first true English-language newspaper is printed: twice weekly, the *Oxford Gazette* prints news of the British court. After 24 issues, it moves to London and becomes the *London Gazette*.

1600

1625

1650

1675

## THE ZENGER TRIAL AND FREEDOM OF THE PRESS

In 1734, when a brash young editor named John Peter Zenger printed accusations of official corruption in his New York Weekly Journal, the angry governor had him arrested for libel. ▼ Zenger's attorney, Andrew Hamilton, argued that citizens have a right to criticize the government, and that libel occurs only when printed words are "false, malicious and seditious." ▼ The jury agreed, and Zenger went free.

**MELVILLE E. STONE**, the Chicago publisher who modernized *The Associated Press* in the early 1900s, on the significance of the Zenger trial:

The jury took the bit in their teeth and asserted their right to be the sole judges of both the law and the facts. And so it came about that there was a famous revolution in the colonial law. The judge ceased to be the sole arbiter of an editor's fate, and the truth when published from good motives and justifiable ends became an adequate defense for the journalist brought to bar. For the first time in the world's history, the freedom of the press, so far as such freedom was consistent with public rights, was established. The seed which John Milton had sown a century before, when he wrote his famous plea for "unlicensed printing," had come to fruition. Gouverneur Morris said this verdict was "the dawn of that liberty which afterward revolutionized America."

### QUOTED

"The question before the court is not just the cause of the poor printer. No! It may in its consequence affect every freeman on the main of America. It is the best cause; it is the cause of Liberty... the liberty both of exposing and opposing arbitrary power by speaking and writing Truth."

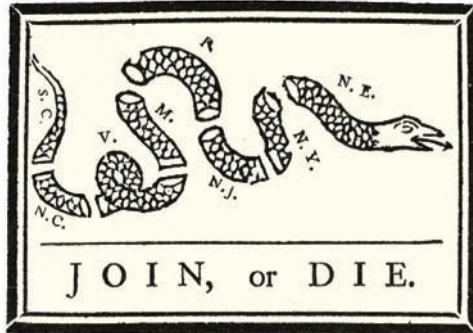
**Andrew Hamilton**, during the Zenger trial, 1735

"Advertisements are now so numerous that they are very negligently perused, and it is therefore become necessary to gain attention by magnificence of promises and by eloquence sometimes sublime and sometimes pathetic. Promise — large promise — is the soul of advertising. The trade of advertising is now so near perfection that it is not easy to propose any improvement."

**Dr. Samuel Johnson**, *The London Idler*, 1758

"Were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter."

**Thomas Jefferson**, 1778



## THE FIRST NEWSPAPER CARTOON

When Ben Franklin ran this editorial cartoon in his *Pennsylvania Gazette* in 1754, the snake symbolized the American colonies, which needed to unite in self-defense against the French and Indians. It later symbolized the colonies in their fight for independence from the British, and the design was incorporated into the nameplate of the influential *Massachusetts Spy* (see story below).

Franklin began his career as an apprentice on his brother's paper, the *New England Courant*. He became a witty writer and a bold editor; his *Gazette* was lively, popular and profitable. "If all printers were determined not to print anything till they were sure it would offend nobody," he said, "there would be very little printed."

## PATRIOTISM, PROPAGANDA AND THE REVOLUTIONARY WAR

In 1765, the British Parliament imposed a heavy tax on all printed matter: the Stamp Act. Editors protested noisily, and colonists united to force a repeal of the tax — which further weakened Britain's control of colonial printers.

Editors grew even bolder as the revolutionary debate heated up, exerting political influence and exhorting military action. Objectivity disappeared. Loyalist editors were driven out of business, while patriot editors filled their papers with news of rebellion and commentary such as Thomas Paine's "Common Sense."

One of the most notable journalists of his time, Isaiah Thomas was a master printer and an articulate agitator. When he began publishing *The Massachusetts Spy* in 1770 it was non-partisan, but by 1775 Thomas was demanding independence from England. His account of the Battle of Lexington (at right), reprinted in newspapers throughout the colonies, was a mix of outstanding reporting and persuasive propaganda.



ISAIAH THOMAS

**EXCERPTS** from *The Massachusetts Spy*, May 3, 1775:

**Isaiah Thomas launches his eyewitness report on the Battle of Lexington with this:** Americans! Forever bear in mind the BATTLE of LEXINGTON! — where British troops, unmolested and unprovoked, wantonly, in a most inhuman manner, fired upon and killed a number of our countrymen, then robbed them of their provisions, ransacked, plundered and burnt their houses! Nor could the tears of defenseless women, some of whom were in the pains of childbirth, and cries of helpless babes, nor the prayers of old age, confined to beds of sickness, appease their thirst for blood or divert them from their DESIGN of MURDER and ROBBERY!

**From Thomas's description of the battle:**

... The commanding officer accosted the militia, in words to this effect, "Disperse, you damn'd rebels! Damn you, disperse!" Immediately one or two officers discharged their pistols, which were instantaneously followed by the firing of four or five of the soldiers. . . . They fired on our people as they were dispersing, agreeable to their command, and we did not even return the fire. Eight of our men were killed and nine wounded. The troops then laughed, and damned the Yankees, and said they could not bear the smell of gunpowder.

**1704:** The first successful American newspaper, *The Boston News-Letter*, is published.

**1729:** Ben Franklin takes over *The Pennsylvania Gazette*, making it the boldest and best paper in the colonies.

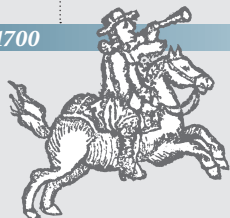


**1765:** The Stamp Act forces all papers to display an official British government seal and pay a tax that raises prices 50 percent. After violent protest, the act is repealed.

**1776:** The Declaration of Independence first appears publicly in the *Pennsylvania Evening Post* and is reprinted in 20 other colonial newspapers.

**1783:** The *Pennsylvania Evening Post*, a thrice-weekly, increases its frequency to become America's first daily newspaper.

1700



**Throughout the 1700s:** Mailmen on horseback ("postriders") play a key role in delivering news and newspapers to editors and subscribers all across New England.

1725

**1735:** Freedom of the press is strengthened in the colonies when John Peter Zenger, jailed for libel by a New York governor after printing harsh criticism, is acquitted.

1750



**1791:** The Bill of Rights provides that "Congress shall make no law . . . abridging the freedom of speech or of the press."

1775

# News in the 19th century

*Technical advances and brilliant ideas forged a new style of journalism.*

It was a century of change, and journalism changed dramatically, too. The typical newspaper of 1800 was an undisciplined mishmash of legislative proceedings, long-winded essays and secondhand gossip. But by 1900, a new breed of editor had emerged. Journalism had become big business. Reporting was becoming a disciplined craft. And newspapers were becoming more entertaining and essential, providing most of the features we expect today: Snappy headlines.

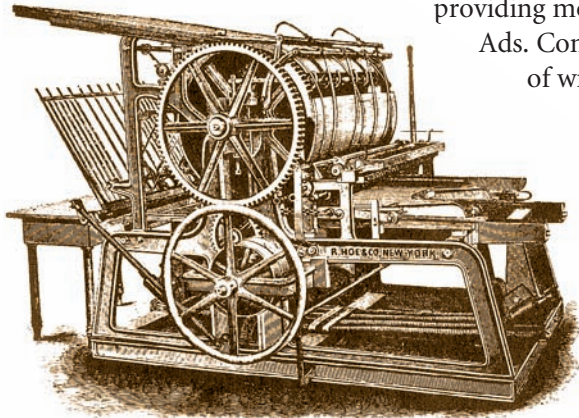
Ads. Comics. Sports pages. And an “inverted pyramid” style of writing that made stories tighter and newsier. ▼

The key changes in the 19th century:

◆ **The emergence of the penny press.** In the 1830s a new kind of newspapering emerged, aimed at the interests of the common citizen: local news, sports, human-interest stories about real people and, above all, crime.

◆ **Innovations in printing.** Cheaper paper and faster presses made news affordable and available like never before, especially to America’s growing urban population.

◆ **The rise of the modern newsroom.** The biggest and best newspapers hired and trained reporters to cover news in a professional way.



By the 1830s, steam-powered presses could produce 4,000 pages per hour, printing on both sides of long paper rolls. Such technical advances made newspapers cheaper — thus, more affordable to the masses.

## FACT CHECK

Number of daily papers in the U.S. in 1800: **20**  
In 1900: **2,226**

Pages in a typical newspaper in 1800: **4**  
Pages in a typical Sunday issue of the New York Journal in 1896: **64**

Percentage of U.S. newspapers in 1850 that were partisan (i.e., organs of one political party): **80**

Phrases used by fiercely partisan editors to insult Abraham Lincoln:  
“slang-whanging stump speaker”  
“half-witted usurper”  
“the present turtle at the head of government”  
“the head ghoul at Washington”

Number of papers, per hour, the fastest printing press could produce in 1800: **200**  
In 1850: **18,000**  
In 1890: **48,000**

Average percentage of a newspaper’s stories that were written by the paper’s own staff, in 1830: **25**  
In 1860: **45**

Typical examples of “yellow journalism” headlines from the New York Journal in 1896:

**Why Young Girls Kill Themselves**

**Startling Confession of a Wholesale Murderer Who Begs To Be Hanged**

**Real American Monsters and Dragons**

**One Mad Blow Kills Child**

**Strange Things Women Do for Love**

## THE PENNY PRESS: MARKETING MEDIA TO THE MASSES

Most colonial newspapers were printed on small presses in small numbers for educated readers. But when Benjamin Day began selling the New York Sun for a penny a copy in 1833, he pioneered the idea of “mass media.” As Day put it, the penny press “lay before the public, at a price well within the means of everyone, all the news of the day.”

Within two years, the Sun was the top-selling paper in the U.S. with a circulation of 20,000 — encouraging other editors to imitate and improve the format.

ORDINARY NEWSPAPERS	THE PENNY PRESS
Papers cost 6 cents apiece, usually by subscriptions delivered in the mail.	Papers cost just a penny apiece, usually bought from paperboys on the street.
Political commentary, trade statistics, poetry, letters, secondhand gossip.	Lots of local news, crime coverage, human-interest stories, features.
News is reprinted from government documents and correspondents — or lifted from other newspapers.	Reporters cover a variety of beats: Wall Street, churches, society, sports, and most significantly, crime.
Editors move slowly in responding to events; news is often old and stale.	Editors aggressively compete for and promote big breaking stories.
Promote one political party’s agenda.	Independent of any political party.
Funded by political parties or subscribers.	Funded by street sales and advertising.



## TIMELINE (1800-1900)

**1800:** 20 dailies and more than 1,000 weeklies publish in the U.S.



1800

**1808:** The *Missouri Gazette* becomes the first paper printed west of the Mississippi as printers accompany settlers into the expanding frontier.

**1825:** The *New York Advertiser* installs the first “cylinder” press in America, allowing faster printing on bigger sheets of paper.

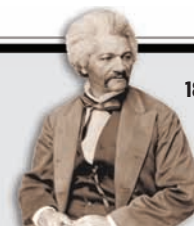
1820

**1827:** Reporters from three newspapers become the first Washington correspondents, providing Congressional coverage that continues to this day.

**1830s:** Editors use homing pigeons and the Pony Express to deliver news from distant points.

1830

**1833:** The *New York Sun* becomes the first successful penny paper published in the U.S.



**1847:** Frederick Douglass begins publishing *The North Star*, an influential paper dedicated to fighting slavery and bringing news to black Americans.

1840

**1844:** The telegraph is used for the first time to transmit news, making long-distance reporting possible.



**BENNETT CRAFTS A NEW STYLE OF JOURNALISM**



**BENNETT**

James Gordon Bennett was a terrific writer and a brilliant publisher. He launched the New York Herald in 1835 with little money and no staff. But by midcentury, the Herald had become the biggest newspaper in the world due to its enterprising reporting, sensational stories and innovative ideas: interviews, reviews, letters to the editor, money pages, society columns, sports stories and “extra” editions.

In Bennett’s words: “It is my passion, my delight, my thought by day and my dream by night, to conduct The Herald, and to show the world and posterity that a newspaper can be made the greatest, most fascinating, most powerful organ of civilization that genius ever dreamed of.”

**EXCERPT from The Herald, April 11, 1836:**

When a prostitute known as Helen Jewett was murdered, Bennett visited the crime scene. On the front page of the Herald, he provided a description that enthralled readers and helped usher in a new era of sensational reporting:

“Here,” said the Police Officer, “here is the poor creature.”

He half uncovered the ghastly corpse. I could scarcely look at it for a second or two. Slowly I began to discover the lineaments of the corpse as one would the beauties of a statue of marble. It was the most remarkable sight I ever beheld — I never have, and never expect to see such another. “My God,” exclaimed I, “how like a statue! I can scarcely conceive that form to be a corpse.” The perfect figure — the exquisite limbs — the fine face — the full arms — the beautiful bust — all surpassed in every respect the Venus de Midici . . .

For a few moments I was lost in admiration at this extraordinary sight — a beautiful female corpse that surpassed the finest statue of antiquity. I was recalled to her horrid destiny by seeing the dreadful bloody gashes on the right temple, which must have caused instantaneous dissolution.

**THE GOLDEN AGE OF YELLOW JOURNALISM**

As New York’s population exploded, the city became the nation’s media center. It was an age of publishing legends such as Horace Greeley, the liberal, crusading social reformer, and Henry Raymond, who strove to make his New York Times the most objective, well-written paper of its era.



But two editors rose above the rest in an epic struggle for power and influence: Joseph Pulitzer (The World) and William Randolph Hearst (the New York Journal). Both men reshaped American journalism in the late 1800s with a style of newspapering known as “yellow journalism,” taking its name from the Yellow Kid, the first color comic, which ran in both the Journal and the World.

What characterized yellow journalism? Loud headlines. Sensational stories on sin and sex. Lavish use of pictures (often faked). Sunday supplements full of crowd-pleasing comics and features. Crusades. Publicity stunts. And rumors disguised as news — such as those that led to war with Spain.



**HEARST, PULITZER AND THE SPANISH-AMERICAN WAR**

The excesses of yellow journalism reached a climax as Hearst’s Journal battled Pulitzer’s World for supremacy in New York. Hearst spent millions in family fortune to hire away Pulitzer’s top staffers, and he used his genius for sensationalism to concoct bigger, bolder stories. When The World sent correspondents to Cuba in 1896 to dramatize the rebels’ fight for freedom (“Blood in the fields, blood on the doorsteps, blood, blood, blood!” one wrote), Hearst dispatched staffers of his own, famously messaging one artist: “You furnish the pictures and I’ll furnish the war.”

Hearst and Pulitzer inflamed readers, pressured politicians — and the day after a Navy battleship exploded in 1898, they published the two competing pages shown above. War was declared, and circulation skyrocketed. On Page One, Hearst’s paper asked, “How do you like the Journal’s war?”

In the words of E.L. Godkin, editor of the more restrained, more responsible Evening Post: “It is a crying shame that men should work such mischief simply in order to sell more papers.”

**1851:** Henry J. Raymond founds *The New York Times*, which becomes one of America’s most responsible and respected newspapers.

**1867:** Emily Verderer Betty becomes the first woman reporter on a New York paper.

**1867:** First practical typewriter patented.



**1876:** Alexander Graham Bell invents the telephone; within seven years, telephone lines will connect New York and Chicago.

**1886:** Reporters start earning bylines in daily newspapers on the East Coast.

**1898:** Yellow journalism reaches its heights (or possibly depths) as Hearst and Pulitzer trump up war with Spain.

1850

1860

1870

1880

1890

**1857:** Harper’s Weekly, the first illustrated paper in America, makes its debut.

**1861–1865:** For the first time, hundreds of reporters cover a big event: the Civil War. Filing stories via telegraph forces reporters to use a tighter writing style that becomes known as “the inverted pyramid.”

**1878:** E.W. Scripps begins building the first newspaper chain; he eventually owns 18 papers.

**1880:** First photograph is printed in a newspaper (of some buildings, right) in the *New York Daily Graphic*.



**1897:** The term “public relations” is used, for the first time, by a railroad company.

# News in the 20th century

*Radio and television brought an end to newspapers' media monopoly.*



**WALTER CRONKITE** recalls announcing the death of President John F. Kennedy on CBS, Nov. 22, 1963:

I was doing fine . . . until it was necessary to pronounce the words: "From Dallas Texas, the flash — apparently official. President Kennedy died at 1 p.m. Central Standard Time — a half-hour ago." The words stuck in my throat. A sob wanted to replace them. A gulp or two quashed the sob, which metamorphosed into tears forming in the corners of my eyes. I fought back the emotion and regained my professionalism, but it was touch and go there for a few seconds before I could continue.

Why has the power of print faded? Well, which did you look at first — this gray column of text, or that historic image of Walter Cronkite to the left?

That's basically why, as the century progressed, newspapers surrendered their supremacy: The competition simply had more appeal. First came radio, luring listeners with speech and music. Next, movie newsreels added visuals to the voices in the news. By 1950, television wooed viewers (and advertisers) by combining sights, sounds and unbeatable immediacy. In the 1990s, a new rival evolved: online news via the Internet.

Technology has transformed news delivery just as it's changed every other aspect of modern life. Today's news media are more accessible and engaging than ever before. As a result, despite everything newspapers have done to improve their product — better design, bigger photos, broader coverage, tighter writing — many Americans now realize they don't need to work hard at *reading* when they can more easily absorb information by watching video and listening to audio.



Germany's great silver Hindenburg, the world's largest dirigible, was ripped apart by an explosion tonight that sent her crumpling to the naval landing field a flaming wreck, with horrible death to about a third of those aboard her.

Exactly how many died was still in dispute as the flames licked clean the twisted, telescoped skeleton of the airship that put out from Germany seventy-six hours before on its opening trip of the 1937 passenger season.

**The Associated Press,**  
May 7, 1937



America's outpost of the Pacific, mighty Pearl Harbor naval base was under enemy attack today.

A number of attacking planes with red insignia were sighted shortly after 8 a.m.

(In Washington, Presidential Secretary Early identified the attacking planes as Japanese.)

Antiaircraft guns opened fire when the planes dived low over the base and released repeated sticks of bombs.

Two warships lying in the harbor were sunk.

The planes later returned to the attack.

**International News Service,**  
Dec. 7, 1941

## PULITZER SPREADS HIS CRUSADING INFLUENCE

In the years after 1900, Joseph Pulitzer left yellow journalism behind to create a more lasting legacy, becoming the model of a passionate, public-spirited modern publisher. His paper, *The World*, launched courageous crusades against corruption in government and business. Before he died in 1911, he funded one of the first schools of journalism, at Columbia University. And to encourage journalistic excellence, he established the Pulitzer Prizes.

**JOSEPH PULITZER'S** *journalistic credo:*

Our Republic and its press will rise or fall together. An able, disinterested, public-spirited press, with trained intelligence to know the right and courage to do it, can preserve that public virtue without which popular government is a sham and a mockery. A cynical, mercenary, demagogic press will produce in time a people as base as itself. The power to mould the future of the Republic will be in the hands of the journalists of future generations.

*When the Pulitzer Prizes were first awarded in 1917, the journalism categories included only reporting, editorial writing and public service. Today, prizes are awarded in 21 categories.*



**PULITZER**



## TIMELINE (1900-2000)

**1900:** Satirical political cartoons become a popular way for newspapers to comment on current events.



**1920:** KDKA-Pittsburgh begins broadcasting the first regular radio schedule.

**1926:** As radio enjoys growing popularity, the NBC radio network is formed; CBS will begin broadcasting a year later.

**1934:** The Associated Press begins transmitting wire photos.

**1941:** FDR declares war on Japan as the largest radio audience in history listens in.

1900

1910

1920

1930

1940

**1901:** Marconi sends the first radio signal across the Atlantic Ocean.

**Early 1900s:** The era of "muckrakers" — social reform-minded journalists and magazine writers who expose injustice, fraud and political corruption in government and big business.



**1923:** Henry R. Luce launches *Time* magazine, the nation's first newsweekly.

**1938:** "CBS World News Roundup" debuts. Its influential news coverage will make it America's longest-running radio news show.

**1939:** NBC and CBS begin commercial television broadcasts.





## CLASSIC CLIPS



A sniper shot and killed President John F. Kennedy on the streets of Dallas Friday. A 24-year-old pro-Communist who once tried to defect to Russia was charged with the murder shortly before midnight.

Kennedy was shot about 12:30 p.m. Friday at the foot of Elm Street as the Presidential car entered the approach to the Triple Underpass. The President died in a sixth-floor surgery room at Parkland Hospital about 1 p.m., though doctors say there was no chance for him to live after he reached the hospital.

**The Dallas Morning News,**  
Nov. 23, 1963



Man stepped out onto the moon tonight for the first time in his two-million-year history.

"That's one small step for man," declared pioneer astronaut Neil Armstrong at 10:56 p.m. EDT, "one giant leap for mankind."

Just after that historic moment in man's quest for his origins, Armstrong walked on the dead satellite and found the surface very powdery, littered with fine grains of black dust.

**The Washington Post,**  
July 21, 1969

## RADIO RULES THE AIRWAVES

In 1920, only a handful of hobbyists heard the first radio broadcasts. But by 1927, 30 million Americans tuned in to celebrate aviator Charles Lindbergh's homecoming. Radio was entering its golden age.

Though powerful publishers at first prevented stations from broadcasting news, radio soon became the first medium to provide a 24-hour stream of news coverage. During World War II, dramatic reporting by legendary newsmen like Edward R. Murrow helped hone the modern newswriting style: concise wording, short sentences, dramatic delivery.

**EDWARD R. MURROW** reporting live during the Battle of Britain, Sept. 22, 1940:

There's an ominous silence hanging over London. Out of one window there waves something that looks like a white bedsheet, a window curtain swinging free in this night breeze. It looks as if it were being shaken by a ghost. There are a great many ghosts around these buildings in London. The searchlights straightaway, miles in front of me, are still scratching that sky. There's a three-quarter moon riding high. There was one burst of shellfire almost straight in the Little Dipper. There are hundreds and hundreds of men . . . standing on rooftops in London tonight, waiting to see what comes out of this steel-blue sky.



**MURROW**

## AMERICA TURNS ON AND TUNES IN TO TELEVISION

After World War II ended, Americans began buying televisions — 1,000 sets a day. But in the early years of network TV, programming was primarily devoted to entertainment (Milton Berle and "I Love Lucy"). Ratings for newscasts were disappointingly low.

Television journalism came of age in the 1960s. In 1963, America sat spellbound for four days watching nonstop coverage of the Kennedy assassination. To many critics, it was television's finest hour. And ever since, viewers worldwide have become dependent upon television to cover big breaking stories.

**LEON HARRIS,** CNN anchor, reporting live, Sept. 11, 2001:

You are looking at this picture — it is the twin towers of the World Trade Center, both of them being damaged by impacts from planes. We saw one happen at about maybe nine minutes before the top of the hour, and just a moment ago, so maybe 18 minutes after the first impact, the second tower was impacted with a — by another — what appeared to be, another passenger plane. In fact, we've got some tape replay of that. Do we have the tape available right now?

Here is the tape. . . . Incredible pictures. These happened just moments ago.



## MEANWHILE, BACK AT THE NEWSPAPER . . .

As the century progressed, newswriting became more fact-based, less biased. Shorter sentences and tight writing replaced the flowery prose of the past. Reporters were trained to use the inverted pyramid, a story structure that stacks the big facts first, the lesser facts later.

Newspapers became more readable, more colorful, more objective and more timely than ever before. But their power and prominence gradually faded (along with the attention spans of most Americans). By 1994, the average American spent 38 minutes a day watching TV news, but only half as much — 19 minutes — reading a newspaper.

In the 1990s, as computers invaded homes and offices, a new medium emerged: the Internet. At first, news organizations were slow to realize the potential



of the World Wide Web. Early online news sites were simple and slow-moving (as you can see in that 1996 home page for The New York Times, above).

As online technology and access speeds improved, news consumers began migrating to the Web, and newspapers began to wonder: *How will we keep readers interested in ink on paper? Are we doomed to become dinosaurs?*



**1952:** CBS News coins the word "anchorman." NBC launches the first magazine-format TV program, the "Today" show.

**1960:** Only 2,000 people owned television sets in 1945; by now, 90% of American homes have a TV.



**1974:** President Nixon resigns following dogged investigation of the Watergate scandal by *The Washington Post's* Woodward and Bernstein.

**1982:** *USA Today* makes its debut, shocking the news establishment with shorter stories and bold color.

1950

1960

1970

1980

1990

**1963:** TV news comes of age covering the Kennedy assassination; 96% of homes with televisions watch an average of 32 hours of coverage.

**Late 1960s:** Anti-war and anti-establishment underground newspapers mushroom in U.S. cities and on college campuses.

**1976:** The Apple II becomes a popular home computer. Nintendo sells its first computer games.

**1980:** Media mogul Ted Turner launches the Cable News Network (CNN), the planet's first 24-hour news channel.

**1990s:** The Internet wires the planet. Laptop computers, digital cameras and modems allow reporters to file stories and photos from anywhere in the world.

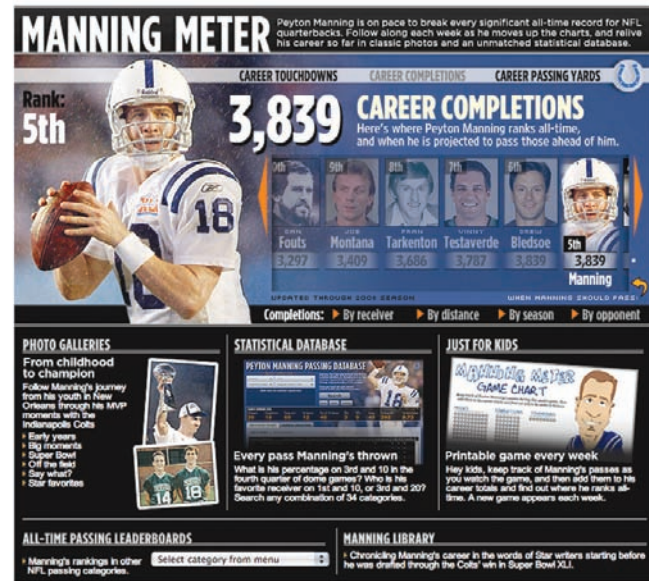
# Today's changing media landscape

Online journalism offers new tools, new challenges.

If you're an Indianapolis football fan, you may occasionally wonder: "Is Peyton Manning the greatest quarterback of all time?"

To answer that question, The Indianapolis Star created the Manning Meter, a multimedia Web page that includes five photo galleries, a weekly game for kids, Manning's complete career stats and a searchable database that tracks *every pass he ever threw*.

This is not your father's sports section. By converging text, images, interactivity and customizable data, new media like the Manning Meter are transforming the craft of journalism, making news coverage more engaging and informative than ever before. ▼



## AS TECHNOLOGY ADVANCES, NEWS CONSUMPTION CHANGES, TOO



A hundred years ago, if you wanted news, you had one option: read a newspaper. Fifty years ago, you had three options: read a paper, listen to the radio or watch TV.

But if you want news today, it's right there on your desktop PC. Your wireless laptop. Your smartphone. Your netbook. And who knows what new high-tech gizmo will make news even *more* portable and accessible tomorrow?

News is everywhere now. Without even *trying*, we absorb information. (As one college student said in *The New York Times*: "If the news is

that important, *it will find me.*")

So who are the winners in this new era of news? Tech-toy makers, of course. And consumers, who can choose, moment to moment, whatever news-delivery platform best suits their needs. (In my bedroom, I'll browse headlines on my iPhone; in my car, I'll listen to AM radio.)

Who are the losers? Old Media. TV, radio and print journalists are scrambling to keep their audiences happy and their ad revenues flowing. After all, without journalists, who'll supply the news content for all these shiny new digital devices?

### ANALYSIS: ARE NEWSPAPERS DOOMED?

James Surowiecki sums up the crisis facing newspapers in this excerpt from a 2008 financial column in *The New Yorker*:

Newspapers now seem to be the equivalent of the railroads at the start of the twentieth century — a once-great business eclipsed by a new technology. In a famous 1960 article called "Marketing Myopia," Theodore Levitt held up the railroads as a quintessential example of companies' inability to adapt to changing circumstances. Had the bosses realized that they were in the transportation business, rather than the railroad business, they could have moved into trucking and air transport, rather than letting other companies dominate. By extension, many argue that if newspapers had understood they were in the information business, rather than the print business, they would have adapted more quickly and more successfully to the Net.

The peculiar fact about the current crisis is that even as big papers have become less profitable, they've arguably become more popular. Usually, when an industry runs into the kind of trouble that Levitt was talking about, it's because people are abandoning its products. But people don't use *The New York*

*Times* less than they did a decade ago. They use it more. The difference is that today they don't have to pay for it. The real problem for newspapers, in other words, isn't the Internet; it's us. We want access to everything, we want it now, and we want it for free. That's a consumer's dream, but eventually it's going to collide with reality: if newspapers' profits vanish, so will their product.

Does that mean newspapers are doomed? Not necessarily. There are many possible futures one can imagine for them, from becoming foundation-run nonprofits to relying on reader donations to that old standby, the deep-pocketed patron. It's even possible that a few papers will be able to earn enough money online to make the traditional ad-supported strategy work. But it would not be shocking if, sometime soon, there were big American cities that had no local newspaper; more important, we're almost sure to see a sharp decline in the volume and variety of content that newspapers collectively produce. For a while now, readers have had the best of both worlds: all the benefits of the old, high-profit regime — intensive reporting, experienced editors, and so on — and the low costs of the new one. But that situation can't last. Soon enough, we're going to start getting what we pay for, and we may find out just how little that is.

### FACT CHECK

Percentage of people under age 25 who read or hear NO news on a typical day: **34**

Percentage of Americans who "graze" the news from time to time during the day, instead of getting it all at once: **51**

Number of Americans who watched the network evening news in 1980: **52 million**

Who watch it today: **23 million**

Percentage of college graduates who get news online every day: **44**

Percentage of those with high-school educations who do: **11**

Number of visitors to *The New York Times* Web site each month: **20 million**

Number of people who buy the daily print version of the *Times*: **1 million**

Percentage of Americans who think daily papers will be gone within 10 years: **65**

Jobs lost in 2008 at U.S. newspapers: **31,200**

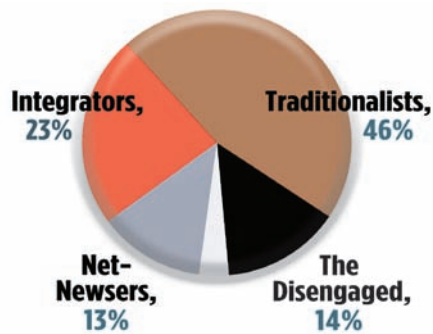
At radio stations: **8,100**

In broadcast television: **5,100**

Number of new jobs added at Internet-media companies: **5,400**

— For sources, see page 328

## WHICH TYPE OF NEWS CONSUMER ARE YOU?



A 2008 report by the Pew Research Center for People & The Press divided Americans into four main groups, based on their news consumption habits:

◆ **Traditionalists** are the biggest segment — and the oldest, with a median age of 52. They're less educated, less affluent, and rely heavily on traditional news outlets: newspapers, radio and especially TV.

◆ **Integrators** use traditional media as their primary news source (mostly TV), but go online for news, too. Most are Baby Boomers (ages 44 to 62), with a greater interest in news than the other groups.

◆ **Net-Newsters** use the Web as their main news source. They're the youngest, best-educated, most affluent of the four groups, and they're plugged in to the latest technology (cell phones, wifi, broadband).

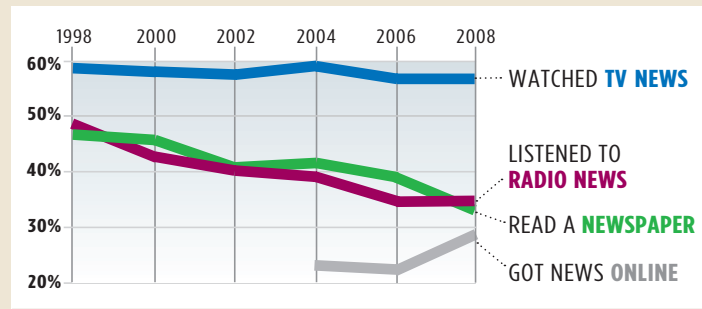
◆ **The Disengaged** just aren't interested in news. They're young, poorly educated and uninformed about current events. They use media for entertainment, not news.

Note: 4% of respondents didn't conform to any category.

## HOW NEWS CONSUMPTION HAS CHANGED (1998-2008)

Responses to the question: *Where did you get your news yesterday?*

Source: Pew Research Center for People & The Press



## THREE CRUCIAL QUESTIONS FACING THE NEWS BUSINESS

Idealistic journalists often forget that the news business is . . . well, a *business*. Like any other business, media companies need to make money to survive. And these days, that means finding the answers to three nagging questions:

### ◆ How do we stop the decline in ad revenue?

When the economy began tanking in 2008, TV, radio and print newsrooms were hit hard. As advertising revenue dried up, giant media companies, from Gannett to CBS, began losing millions. The result? Layoffs. Bankruptcies. The death of newspapers in Seattle and Denver. The threat of extinction everywhere. And a new concern: As the economy recovers, will advertisers return — or migrate to the Web?

### ◆ How do we keep our audience satisfied?

Consumer habits are evolving. Take radio: Young listeners far prefer filling their iPods with mp3 tunes and podcasts than sitting through radio commercials and chat. And why watch TV shows in real time when you can stream them anytime, or watch YouTube highlights? Why wade through dull, slow-motion, dead-tree newspaper stories when you can zoom through Yahoo's news menu?

As audiences move onto the Web, traditional news outlets are shifting their focus there, too. Online journalism now incorporates text, videos, podcasts and interactive graphics.

The trouble is, that all costs money.

### ◆ How do we generate revenue online?

When we say "online news," you might think of Google News, Yahoo! or your favorite blog. But where do *they* get *their* content? From the traditional media — newspapers, mostly. Companies like Google make bazillions by aggregating and redistributing the work of journalists worldwide *without actually paying those journalists to produce it*.

Meanwhile, Web sites for local newspapers, radio and TV stations try to sell as many small, annoying online ads as they can, but it's not nearly enough to subsidize a full news staff.

Journalism costs money — even online. So how do we subsidize it? With more ads? Micropayments, where users pay a penny for each story they view? Charitable grants? Government bailouts?

These questions continue to vex the news business. So far, no one's found the answers.



## HOW WILL AMERICANS GET THEIR NEWS IN 2025?

**Kouros Karimkhany**, *Wired News* editor:

How will they get their news? Pretty much the same way they've been getting it in the past 100 years: through newspapers, radio, TV, Web and the gadget of the day (whatever the combination of a phone, PDA, iPod and video player will look like). The plethora of distribution will increase competition among news gatherers. I'm an optimist, so I'll guess that the competitive pressure will force journalists to improve their craft. I'm hopeful that the works of a few solo journalists — who for the first time have near-equal footing with old-school, massive news organizations — will re-establish the nobility of journalists. And I'm especially hopeful that American-style journalism — which is the lubricant of democracy and equitable capitalism — will spread around the world and take root in places it hasn't before, like China and the Middle East.

**Jimmy Guterman**, *writer, magazine publisher and media consultant*:

In 2025, only a small group of readers/viewers/listeners will take in what we consider "news" today. The combination of audience fragmentation and increasing desire to tune into like-minded sources will mean more people get information, but fewer people get objective or vetted information. The need for reporters will continue to decrease; the need for pundits will continue to increase. "News" of the WSJ/NYT/NPR variety will be a premium product for an elite audience, like poetry is today.

**John Pavlik**, *journalism professor and author of "Journalism and New Media"*:

In 2025 people will get their news from a wide diversity of sources, including both old and new media, customized to individual preferences and styles. Among the new media will be miniature

wearable devices wirelessly connected to global networks delivering on-demand multimedia news and information.

Reporters will need to focus on original reporting, emphasizing firsthand accounts from the field. They'll need to be comfortable with multiple media and engaging in interactive conversations with audiences, sources and other reporters.

**Steve Yelvington**, *reporter, editor and Internet strategist*:

The reporting process will be very much about chasing down and killing bad information — debunking — and pointing out the good, and those responsibilities will be taken up by conscientious amateurs as well as professionals. The value of professional journalism will not be so much about providing information, but rather providing clarity. And as William Gibson said, the future is already here — it's just unevenly distributed.



## The STUDENT JOURNALISTS' NEWS ATTITUDE SURVEY

In the next chapter, we'll explore how journalists define news — and whether the American public agrees with them. But before we proceed, let's find out how YOU use the news and how you feel about the news media's performance.

Answer the questions below as honestly as you can. (There are no right or wrong answers, of course.) We've given this survey to more than 400 journalism students across the country. And on page 300, you can see how your responses compare with all the rest.

- 1) I think news stories usually:
- Get the facts straight
- Contain inaccuracies and distortions
- 2) I prefer to get my news:
- By watching pictures or video footage, with audio narration
- By reading printed text
- Through a combination of text and images
- 3) Generally, I think the government:
- Should do more to restrict what the news media publish
- Should do as little as possible to restrict what the news media publish
- 4) The president is assassinated. What would you most likely do? (You can choose more than one):
- Turn on the TV, then leave it on constantly to monitor the situation as intensely as possible.
- Turn on the TV, see what's happening, then turn it off and get on with my life.
- Track developments online by monitoring news Web sites.
- Buy a newspaper as soon as I saw one that had a big assassination headline.
- Listen to radio news and talk shows.
- Avoid the news as much as possible to escape the annoying hype and overkill.
- 5) Which of these people do you consider to be journalists? (Check all that apply):
- Bill O'Reilly       Rush Limbaugh
- Bob Woodward     Katie Couric
- Oprah Winfrey     Jon Stewart
- 6) In general, the news is biased in favor of:
- Conservatives       Neither
- Liberals
- 7) If you hear conflicting versions of a news story, which version will you most likely believe?
- The local newspaper
- The local TV news
- The national TV news
- Radio news
- An independent Web site
- 8) Which of these adjectives would you generally use to describe most news today? (You can select more than one):
- Boring                       Entertaining
- Useful                       Sensationalized
- Depressing                 Negative
- 9) How often do you generally watch TV news?
- Daily                       Occasionally
- Several times a week     Never
- 10) How often do you generally read newspapers?
- Daily                       Occasionally
- Several times a week     Never
- 11) How often do you generally read news online?
- Daily                       Occasionally
- Several times a week     Never
- 12) A news reporting career seems like it would be (check all that apply):
- Rewarding                 Frightening
- Frustrating                Important

### CONFIDENTIAL SOURCES

Public officials or whistleblowers often slip reporters controversial information secretly — *off the record* — to avoid getting into trouble. In exchange for this information, reporters promise to conceal the identities of these anonymous sources.

In extreme cases, however, a story may trigger a criminal investigation. A reporter could be ordered to testify, to tell a judge the name of his or her confidential sources.

Suppose this happened to you. What would you do? If you reveal your source's name, you break your promise. You expose your source to legal or professional harm. In the future, your reporting ability may be compromised because other sources won't trust you; your colleagues and your news organization may be discredited, too.

BUT if you refuse to name your source, you could hamper a criminal investigation. You could be shielding a lawbreaker. And the judge could send you to jail for days — *weeks* — until you cooperate.

#### What would you do?

- As a reporter, I'm obligated to protect my sources, even if it means going to jail.
- As a citizen, I'm obligated to honor and obey the legal system and comply with the judge's request.
- It would depend on the circumstances of the case.

### WHICH OF THESE STATEMENTS DO YOU MOST AGREE WITH? CHECK EITHER "A" OR "B"; LEAVE BLANK FOR "NEITHER."

- a) I prefer news that's presented with an attitude, even if it's opinionated, because it makes the topics more interesting.
- b) I prefer news that is as neutral and objective as possible. I resent it when journalists inject their own opinions into stories.
- a) I could easily go for days without reading any news.
- b) I couldn't go a day without reading any news.
- a) Journalists are too critical of public figures and government policy.
- b) Journalists don't do enough to challenge public figures and expose governmental problems.
- a) I can usually relate to most news stories I read, see and hear.
- b) I generally feel that most news stories have little relevance to my life.
- a) When I read newspapers, magazines or Web sites, I frequently take the time to read long stories that analyze issues and events in depth.
- b) When I read newspapers, magazines or Web sites, I usually just browse a few paragraphs at a time. I hardly ever read stories in depth.
- a) Generally, I prefer to read news about serious issues and major events.
- b) Generally, I prefer to read celebrity news and lighter, offbeat stuff.