

# NEWSPAPERS

## MOBILIZING DELIVERY

# 03

The screenshot shows the BuzzFeed homepage with a navigation bar including News, Buzz, Life, Entertainment, Quizzes, Videos, and More. The main content area features several articles:

- DenyTunes**: A large article about Apple App Stores being shut down by a massive service outage.
- What's The Best Thing About Having A Work BFF?**: A short article by Jan McHenry.
- 11 Things You Didn't Know Your Pet Does While You're Not Around**: A short article with a pug image.
- This Is What Life In The Circus Is Like For Lions And Tigers**: A short article about the decision to take elephants out of the Ringling Bros. Circus.
- Can You Guess Which McDonald's Menu Item Is Higher In Calories?**: A short article about Super Size Me.
- 29 Times Tumblr Saw Australia And Said Nope**: A short article about Australia being batshit insane.
- How To Make A Brief Appearance At A Really Crowded Party**: A short article about getting away quickly.
- BuzzFeed NEWS**: A section with a large image of Lil Wayne and a headline about a shooting at his Miami home.
- Trending**: A list of 7 trending items, including a video of a person saying "I'M OKAY!", a burger, and a person with a red arrow pointing to them.

At the bottom, there is a sign-up for the BuzzFeed Today newsletter.

Newspapers today face stiff competition from online news Web sites, such as BuzzFeed, which often feature celebrity and sensational news in an eye-catching format similar to early tabloids.

Courtesy of Shirley Bagl

## What's Ahead?

- First Mass Medium to Deliver News
- Publishers Fight for an Independent Press
- Technology Helps Newspapers Reach New Readers
- Newspapers Seek Mass Audiences and Big Profits
- Newspapers Dominate the Early 20th Century
- Unionization Encourages Professionalism
- Television Brings New Competition
- Alternative Press Revives Voices of Protest
- Newspapers Expand and Contract
- Newspapers at Work
- Technology Transforms Production
- Consolidation Increases Chain Ownership
- Newspapers Fight to Retain Readers
- National Newspapers Seek a Wider Audience
- Internet Editions Open Up New Markets
- Today's Newspaper Audience Is a Moving Target

**“We’re organizing ourselves to be a media company for the way people consume media today.”**

—JONAH PERETTI, CO-FOUNDER AND CEO, BUZZFEED

***In 1882, Harrison Gray Otis bought a 25 percent share of the Los Angeles Times for \$6,000. In 2000,*** the Chandler family (Otis’ descendants) sold Times Mirror Co., which included the *Los Angeles Times*, *Newsday*, *The Baltimore Sun* newspapers, the *Hartford Courant* and other media properties to Chicago-based Tribune Co. for \$8.3 billion. Then in 2007, Chicago real estate tycoon Sam Zell paid \$8.2 billion for the Tribune Company (including *Times Mirror* and the Tribune broadcast stations), less than the Tribune Company had paid for *Times Mirror* alone seven years earlier.

One year later, in December 2008, the Tribune Company filed for bankruptcy protection, citing the rapid decline in newspaper revenue. In 2014, the Tribune Company announced it was reorganizing into two companies. The Tribune Company now houses Tribune’s 42 profitable TV stations, but the newspapers (which are still losing revenue) have been spun off into a separate company, Tribune Publishing. Tribune Publishing’s uncertain future is an example of the precarious economics of the newspaper industry today.

Newspaper revenue is directly tied to the size of its audience because most newspaper income derives from advertising. Advertisers follow the audience, and the younger audience (especially for news) is abandoning newspapers and scattering in many directions, including digital news services such as BuzzFeed and social media sites such as Facebook—quite a different news environment than when the first colonial newspapers appeared in America more than three centuries ago.

## First Mass Medium to Deliver News

The early colonial American newspapers were one-page sheets that consisted primarily of announcements of ship arrivals and departures and old news from Europe. For more than 300 years, from 1690 until the introduction of radio in 1920, newspapers were the *only* mass news medium available, competing to deliver news and information to an audience hungry for facts. In 1920, newspapers were the only way for large numbers of people to get the same news simultaneously. There was no competition, except among the newspapers themselves.

The invention of broadcasting in the mid-1920s changed newspapers’ exclusive access to news because broadcasting offered quicker access to information. In the late 20th century, the expansion of the Internet challenged newspapers’ delivery system again, and advertisers fled printed newspapers for an online audience. Yet, despite increasing competition for their audience, newspapers remain a significant source of information and news, and many newspapers are still profitable.

The nation’s newspaper industry also historically has played an important role in defining society’s concept of the role of an independent press, based on the belief that the press must remain independent from government control to fulfill its responsibility to protect the public interest. Concepts about what the public should know, when they should know it and who should decide what

# TimeFrame

## 1690–Today

## Newspapers Adapt to Try to Maintain Their Audience Share



Bettmann/Corbis



Philip Gendreau/Retro/Bettmann/Corbis

## The Washington Post

SUBSCRIBE



(Marvin Joseph / The Washington Post)

## Post to be sold to Amazon's Jeff Bezos

Paul Farhi

The deal to sell the newspaper and its affiliated publications to the Amazon.com founder will end the Graham family's stewardship of one of America's leading news organizations after four generations.

Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. Cengage Learning reserves the right to remove additional content at any time if subsequent rights restrictions require it.

**1690** *Publick Occurrences*, America's first newspaper, is published.

**1721** James Franklin publishes *The New England Courant*, the first newspaper to appear without the Crown's "Published by Authority" sanction.

**1734** John Peter Zenger is charged with sedition. While he is in jail, his wife, Anna Zenger, continues to publish *The New York Weekly Journal*, making her America's first woman publisher.

**1808** *El Misisipi*, America's first Spanish-language newspaper, begins publication in Georgia.

**1827** John B. Russwurm and the Reverend Samuel Cornish launch *Freedom's Journal*, the nation's first newspaper directed specifically at an African American audience.

**1828** Elias Boudinot (Galagina Oowati) launches the *Cherokee Phoenix*.

\* **1831** In Boston, William Lloyd Garrison launches the abolitionist newspaper *The Liberator*.

**1847** Frederick Douglass introduces the weekly *North Star*, considered America's most important African American pre-Civil War newspaper.

**1848** Jane Grey Swisshelm publishes the first issue of the abolitionist newspaper the *Pittsburgh Saturday Visitor*, which also promotes women's rights.

**1889** Ida B. Wells becomes part owner of the *Memphis Free Speech and Headlight* and begins her anti-lynching campaign.

**1900** One-third of the nation's newspapers follow the popular trend toward yellow journalism.

\* **1950** Newspaper readership begins to decline following the introduction of television.

**1982** Gannett Co. creates *USA Today*, using a splashy format and color throughout the paper.

**1990s** Newspapers launch Internet editions to attract readers who have abandoned the printed product. Some newspapers launch Spanish-language editions.

**2006** Internet technology entrepreneur Jonah Peretti launches BuzzFeed.

**2009** More than 100 newspapers stop publishing. Tribune Company files for bankruptcy protection. Denver's *Rocky Mountain News* and the *Seattle Post-Intelligencer* close down.

**2011** *The New York Times* begins charging for online content.

\* **2013** Amazon founder and Internet entrepreneur Jeff Bezos buys *The Washington Post*.

**TODAY** The newspaper business is consolidating. To attract younger readers, newspapers have expanded their Internet editions, but they face stiff competition from Internet news and social networking sites.



the public needs to know developed in America during a time when newspapers were the main news source.

## Publishers Fight for an Independent Press

The issue of government control of newspapers surfaced early in the history of the colonies. At first, newspapers were the mouthpieces of the British government, and news was subject to British approval. The British government subsidized many colonial newspapers, and publishers actually printed “Published by Authority” on the first page of the paper to demonstrate government approval.

The first colonial newspaper angered the local authorities so much that the newspaper issued only one edition. This newspaper, *Publick Occurrences*, which was published in Boston on September 25, 1690, often is identified as America’s first newspaper.

The first and only edition of *Publick Occurrences* was just two pages, each page the size of a sheet of today’s binder paper (then called a half-sheet), and was printed on three sides. Publisher Benjamin Harris left the fourth side blank so people could jot down the latest news before they gave the paper to friends. Harris made the mistake of reporting in his first issue that the French king was “in much trouble” for sleeping with his son’s wife. The governor and council of the Massachusetts Bay Colony stopped the publication four days after the newspaper appeared.



The nation’s first consecutively issued (published more than once) newspaper was *The Boston News-Letter*, which appeared in 1704. It was one half-sheet printed on two sides. In the first issue, editor John Campbell also reprinted the queen’s latest speech, some maritime news and one advertisement telling people how to put an ad in his paper. Like many subsequent colonial publishers, Campbell reprinted several items from the London papers.

## James Franklin’s *New England Courant* Establishes an Independent Press Tradition

The next challenge to British control came in 1721 when James Franklin started his own newspaper in Boston. His *New England Courant* was the first American newspaper to appear without the crown’s “Published by Authority” label. Thus, James Franklin began the tradition of an independent press in this country.

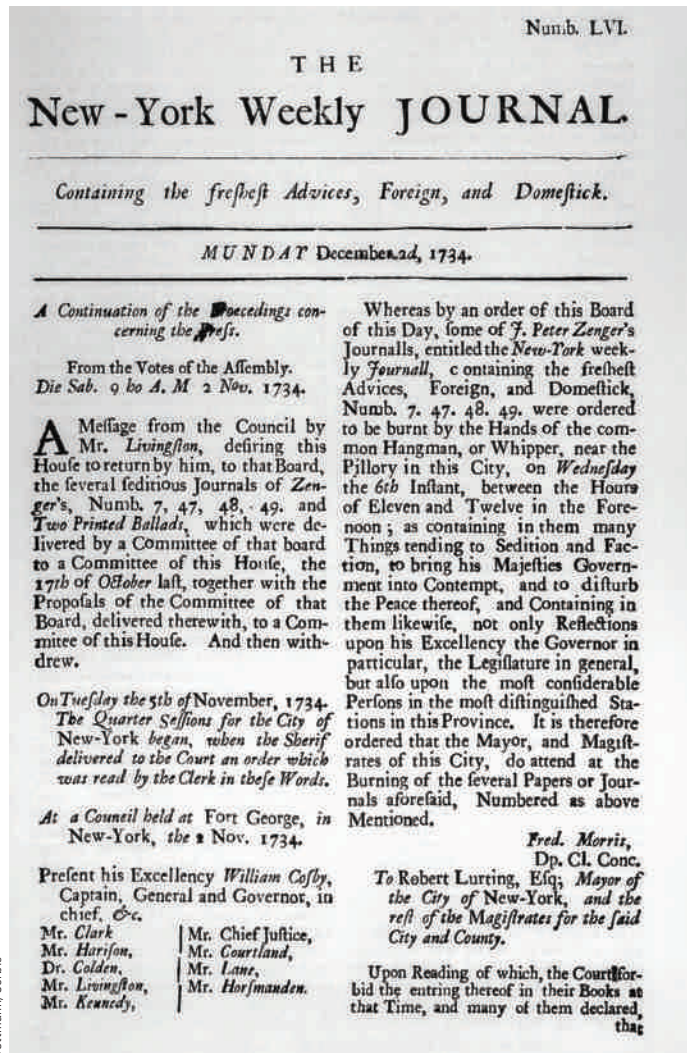
## Benjamin Franklin Introduces Competition

In 1729, Benjamin Franklin, James’ younger brother, moved to Philadelphia and bought the *Pennsylvania Gazette* to compete with the only other newspaper in town, the *American Weekly Mercury* published by Andrew Bradford. The *Pennsylvania Gazette* became the most influential and most financially successful of all the colonial newspapers. In the same print shop that printed the *Gazette*, Franklin published *Poor Richard’s Almanack* in 1732, an annual book that sold about 10,000 copies a year for the next 25 years. Benjamin Franklin proved that a printer could make money without government support.

## Truth Versus Libel: The Zenger Trial

In New York, John Peter Zenger started the *New York Weekly Journal* in 1733. The *Journal* continually attacked Governor William Cosby for incompetence, and on November 17, 1734, Zenger was arrested and jailed, charged with printing false and seditious writing. (**Seditious language** is language that authorities believe could incite rebellion against the government.) While Zenger was in jail, his wife, Anna, continued to print the paper, making Anna Zenger America’s first woman publisher.

**Seditious Language** Language that authorities believe could incite rebellion against the government.



On November 17, 1734, John Peter Zenger, publisher of the *New York Weekly Journal*, was arrested and jailed, charged with printing false and seditious writing. While Zenger was in jail, his wife, Anna, continued to publish the paper, making her America's first woman publisher.

John Zenger's trial began on August 4, 1735, nine months after his arrest. His defense attorney argued that *truth was a defense against libel* and that if Zenger's words were true, they could not be libelous. (A **libelous** statement is a false statement that damages a person by questioning that person's character or reputation.)

The trial established a *landmark precedent for freedom of the press in America—the concept that truth is the best defense for libel*. If what someone publishes is true, the information cannot be considered libelous. (The issue of libel is explained further in **Chapter 14**.)

## Women's Early Role as Publishers

Colonial women were not encouraged to work outside the home at all. Therefore, women who published newspapers

during the colonial period are especially notable because so few women managed businesses early in the nation's history. Early colonial women printers, such as Anna Zenger, usually belonged to printing families that trained wives and daughters to work in the print shops. By the time the American Revolution began, at least 14 women had worked as printers in the colonies. One of these family-trained printers was Elizabeth Timothy.

Timothy became editor of the weekly *South Carolina Gazette* in Charleston when her husband, Lewis, died unexpectedly and their son, Peter, was only 13. Elizabeth Timothy published her first edition on January 4, 1737, under her son's name. Her first editorial appealed to the community to support the “poor afflicted widow and six small children.” Mother and son ran the paper together until 1746, when Peter formally took over the business.

## Birth of the Partisan Press

As dissatisfaction with British rule grew in the colonies, newspapers became political tools that fostered the debate that eventually led to the colonies' independence. By 1750, 14 weekly newspapers were being published in the colonies.

## The Stamp Act

Opposition to the British Stamp Act in 1765 signaled the beginning of the revolutionary period. The Stamp Act taxed publishers a halfpenny for each issue that was a half-sheet or smaller and one penny for a full sheet. Each advertisement was taxed two shillings. All the colonial newspapers, even those loyal to the crown, fought the act.

Many newspapers threatened to stop publication, but only a few did. Instead, most editors published newspapers that mocked the tax. William Bradford III issued the famous tombstone edition of the *Pennsylvania Journal* on October 31, 1765. The front page, bordered in black, showed a skull and crossbones where the official stamp should have been.

The Stamp Act Congress met in New York in October 1765 and adopted the now-familiar slogan “No taxation without representation.” Parliament, facing united opposition from all the colonial publishers, repealed the Stamp Act on March 18, 1766.

**Libelous** A statement is libelous if it damages a person's character or reputation by exposing that person to public ridicule or contempt.





Furious colonists reacted to the Stamp Act in 1765 by throwing stamped documents onto a bonfire in Boston. Newspaper publishers threatened to stop publication but instead printed editions that mocked the tax. The Stamp Act was repealed a year later.

## The Alien and Sedition Laws

During the early part of the country's history, journalists often used newspapers as a way to oppose the new government. The Alien and Sedition Laws, passed by Congress in 1798, were the federal government's first attempt to control its critics. Congress said that anyone who "shall write, print, or publish . . . false, scandalous and malicious writing or writings against the government of the United States, or either house of the Congress of the United States, or the President of the United States" could be fined up to \$2,000 and jailed for two years.

Several journalists went to jail. A Boston publisher was jailed for libeling the Massachusetts legislature. A New York editor was fined \$100 and jailed for four months. By 1800, the angry rhetoric had dissipated. The Alien and Sedition Laws expired after two years and were not renewed. However, *throughout American press history, the tradition of an independent press, established by James Franklin in 1721, continues to confront the government's desire to restrain criticism.*

## Technology Helps Newspapers Reach New Readers

Technological advances of the 19th century—such as cheaper newsprint,

mechanized printing and the telegraph—meant newspapers could reach a wider audience faster than before. Confined to eastern cities and highly educated urban audiences during the 1700s, newspaper publishers in the 1800s sought new readers—from the frontier, from among the nation's growing number of immigrants and from within the shrinking Native American population. This expansion resulted in three new developments for American newspapers: frontier journalism, ethnic newspapers and the alternative press.

## Frontier Journalism

Gold, silver and adventure lured people to the West, and when the people arrived, they needed newspapers. The *Indiana Gazette*, the *Texas Gazette*, the *Oregon Spectator*, the *Weekly Arizonian* and Colorado's *Rocky Mountain News* met that need, aided by the telegraph, which moved news easily from coast to coast.

The wide-open land beckoned many journalists. The most celebrated journalist to chronicle the frontier was Samuel Clemens, who traveled to Nevada in 1861, prospecting for silver. Clemens didn't find any silver, but a year later Virginia City's *Territorial Enterprise*—the area's largest paper—hired him for \$25 a week. Clemens first signed his name as Mark Twain on a humorous travel letter written for the *Enterprise*.



Frontier journalists learned to improvise. This press operation, assembled to publish the *New York Herald*, was set up in a field under a tree.

## Ethnic and Native American Newspapers

English-language newspapers did not satisfy everyone's needs. In the first half of the 19th century, many newspapers sought to succeed by catering to ethnic and cultural interests. In the early 1800s, Spanish-speaking people in Georgia could read *El Misisipi*. Herman Ridder's German newspaper, *New Yorker Staats-Zeitung*, founded in 1845, was the most successful foreign-language newspaper in the United States. It formed the financial basis for the Knight Ridder chain, now part of the McClatchy Company.

People outside the mainstream of society, such as Spanish and German immigrants, used newspapers to create a sense of community and ethnic identity. In the 1800s, Native Americans who had been displaced by the settlers also felt a need to express their culture through a newspaper. As a non-mainstream group, they especially wanted to voice their complaints.

On February 21, 1828, the nation's first Native American newspaper appeared. Elias Boudinot, a Native American who had been educated at a Connecticut seminary, launched the *Cherokee Phoenix*, a weekly newspaper. Boudinot's native name was Galagina (The Buck) Oowati. (He took the name Elias Boudinot as a tribute to one of his early mentors.)

The Cherokee nation held exclusive control over the four-page paper, which was printed half in English and half in an 86-character alphabet that represented the Cherokee language. In August 1832, Boudinot resigned because of editorial differences with some of his partners, and the *Phoenix* published its last issue on May 31, 1834.

## Dissident Voices Create the Early Alternative Press

Two strong social movements—emancipation and women's suffrage—brought new voices to the American press. This **alternative press** movement signaled the beginning of a significant American journalistic tradition. Newspapers became an outlet for the voices of social protest. (The alternative press also is called the **dissident press**.)

Six early advocates for domestic change who used the press to advance their causes—the abolition of slavery and voting rights for women—were John B. Russwurm, the



Library of Congress Prints and Photographs Division



The Granger Collection, NYC

Elias Boudinot [Cherokee name: Galagina (The Buck) Oowati] (left) published the first Native American newspaper (right), the *Cherokee Phoenix*, from 1828 to 1832. The newspaper was published half in English and half in Cherokee.

Reverend Samuel Cornish, Frederick Douglass, William Lloyd Garrison, Jane Grey Swisshelm and Ida B. Wells.

In 1827, Russwurm and Cornish, who were African American, started *Freedom's Journal* in New York City with very little money. They launched their newspaper to respond to racist attacks in several local newspapers. *Freedom's Journal* lasted for two years and reached only a few readers, but it was the beginning of an African American press tradition that eventually created more than 2,700 newspapers, magazines and quarterly journals.

What often has been called the most important African American pre-Civil War newspaper was Frederick Douglass' weekly *North Star*. "Right is of no Sex—Truth is of no Color—God is the Father of us all, and we are all Brethren" read the masthead. Beginning in 1847, Douglass struggled to support the *North Star* by giving lectures. Eventually the newspaper reached 3,000 subscribers in the United States and abroad with its emancipation message.

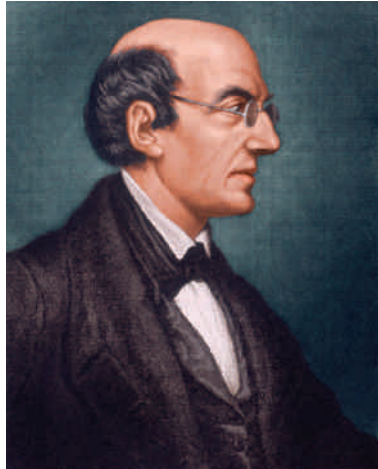
In 1831, William Lloyd Garrison began publishing *The Liberator*, a weekly abolitionist paper in Boston. As a white man fighting slavery and advocating women's rights, Garrison was attacked by a mob in 1835 but survived when the Boston mayor jailed him for his own safety. Garrison continued to publish *The Liberator* for 30 years.

**Alternative (Dissident) Press** Media that present alternative viewpoints that challenge the mainstream press.





Stock Montage/Archive Photos/Getty Images



Stock Montage/Archive Photos/Getty Images

Frederick Douglass (left) established the weekly newspaper *North Star*, often called the most important African American pre-Civil War newspaper. William Lloyd Garrison (right), a Boston abolitionist, founded the New England Anti-Slavery Society and published *The Liberator*, another important abolitionist newspaper.

Like Douglass and Garrison, Ida B. Wells and Jane Grey Swisshelm campaigned for civil rights. Swisshelm's first byline appeared in 1844 in the *Spirit of Liberty*, published in Pittsburgh. Four years later, she began her own abolitionist publication, the *Pittsburgh Saturday Visiter*, which also promoted women's rights. (See **Impact/Profile**, "Ida B. Wells Uses Her Pen to Fight 19th-Century Racism," p. 51.)

As a correspondent for Horace Greeley's *New York Tribune* in Washington, D.C., Swisshelm convinced Vice President Millard Fillmore to let her report from the Senate press gallery. The gallery had been open to male journalists for 55 years, and on May 21, 1850, Swisshelm became the first female journalist to sit in the gallery.

These pioneers—Russwurm, Cornish, Douglass, Garrison, Wells and Swisshelm—used newspapers to lobby for social change. Dissident newspapers offered a forum for protest and reform, which is an important cultural role for an independent press.

## Newspapers Seek Mass Audiences and Big Profits

The voices of social protest reached a limited, committed audience, but most people could not afford to subscribe to a daily newspaper. Newspapers were sold by advance yearly subscription for \$6 to \$10 when most skilled workers earned less than \$750 a year. Then, in 1833, Benjamin Day demonstrated that he could profitably appeal to a mass audience by dropping the price of a newspaper to a penny and selling the paper on the street every day.

Benjamin Day's *New York Sun* published sensational news and feature stories for the working class. He was

able to lower the price to a penny by filling the paper with advertising and by hiring children to sell the paper on street corners. In its four pages, this first successful penny paper reported local gossip and sensationalized police news and carried a page and a half of advertising.

Newsboys (and some newsgirls) paid 67 cents for 100 papers and had to sell them all each day to earn a profit because Day paid them no other wages. Even *The New York Times*, founded by Henry J. Raymond in 1851, was a **penny paper** when it began. The legacy of these early penny papers continues in today's celebrity news and crime reporting.



Lewis Wickes Hine/Historical/Corbis

Benjamin Day's *New York Sun* published sensational news for the working class and dropped the price to a penny. He hired newsboys (and some newsgirls) to sell the papers on street corners. They paid 67 cents for 100 papers, hoping to sell all of them each day for a penny each. They received no other wages.



## IMPACT

## Profile

**Ida B. Wells Uses Her Pen to Fight 19th-Century Racism***By Shirley Biagi*

Ida B. Wells didn't start out to be a journalist, but the cause of emancipation drew her to the profession. Wells, who eventually became co-owner of the *Free Speech and Headlight* in Memphis, Tennessee, documented racism wherever she found it. She is known for her pioneering stand against the unjustified lynching of African Americans in the 1890s.

In 1878, both of Wells' parents and her infant sister died in a yellow fever epidemic, so 16-year-old Wells took responsibility for her six brothers and sisters, attended Rush College and then moved the family to Memphis, where she became a teacher.

A Baptist minister who was editor of the *Negro Press* Association hired Wells to write for his paper. She wrote under the pseudonym Iola.

In 1892, Wells wrote a story about three African American men who had been kidnapped from a Memphis jail and killed. "The city of Memphis

has demonstrated that neither character nor standing avails the Negro, if he dares to protect himself against the white man or become his rival," she wrote. "We are outnumbered and without arms." While in New York, she read in the local paper that a mob had sacked the *Free Speech* office.

Wells decided not to return to Memphis. She settled in Chicago, where she married a lawyer, Ferdinand Lee Barnett. Ida Wells-Barnett and her husband actively campaigned for African American rights in Chicago, and she continued to write until she died at age 69 in 1931.



AP Images/Charles Rex Arbogast

Michelle Duster holds a portrait of her great-grandmother, Ida B. Wells, a pioneering newspaper publisher and advocate for civil rights. Wells, part owner of the *Memphis Free Speech and Headlight*, wrote under the pseudonym Iola. Her struggle for social justice represents an important example of the role the dissident press played in American history.

**Newspapers Dominate the Early 20th Century**

For the first 30 years of the 20th century—before radio and television—newspapers dominated the country. Newspapers were the nation's single source of daily dialogue about politics and social issues. This also was the era of fierce competition among newspapers for readers.

**Competition Breeds Sensationalism**

In large cities such as New York, as many as ten newspapers competed for readers at once, so the publishers

looked for new ways to capture an audience. Two New York publishers—Joseph Pulitzer and William Randolph Hearst—revived and refined the **penny press** sensationalism that had begun with Benjamin Day's *New York Sun*. Pulitzer and Hearst also proved that newspapers could

**Penny Paper or Penny Press** A newspaper produced by dropping the price of each copy to a penny and supporting the production cost through advertising.



Bettmann/Corbis



Bettmann/Corbis

The battle for New York readers between Joseph Pulitzer (left) and William Randolph Hearst (right) provoked the Spanish-American War and popularized the term *yellow journalism*.

reap enormous fortunes for their owners by promoting contests, manufacturing gossip and fabricating stories.

An ambitious man who knew how to grab his readers' interest, Joseph Pulitzer published the first newspaper comics and sponsored journalist Nellie Bly on an around-the-world steamship and railroad trip to try to beat the fictional record in the popular book *Around the World in 80 Days*. Bly finished the trip in 72 days, 6 hours and 11 minutes, and the stunt brought Pulitzer a massive boost in circulation. In San Francisco, young William Randolph Hearst, the new editor of the *San Francisco Examiner*, sent a reporter to cover Bly's arrival.

In 1887, Hearst had convinced his father, who owned the *San Francisco Examiner*, to let him run the paper. Hearst tagged the *Examiner* "The Monarch of the Dailies," added a lovelorn column and attacked several of his father's influential friends in the newspaper. He spent money wildly, buying talent from competing papers and staging showy promotions.

### Yellow Journalism Is Born: Hearst's Role in the Spanish-American War

In New York, Hearst bought the *New York Journal*, hired Pulitzer's entire Sunday staff and cut the *Journal's* price to a penny, so Pulitzer dropped his price to match it. Hearst bought a color press and printed color comics. Then he stole Pulitzer's popular comic "Hogan's Alley," which included a character named the Yellow Kid.

Hearst relished the battle, as the *Journal* screamed attention-grabbing crime headlines, such as "Thigh of the Body Found," and the paper offered \$1,000 for information

that helped convict the murderer. Critics named this sensationalism **yellow journalism** after the Yellow Kid, a term that still is used to describe highly emotional, exaggerated or inaccurate reporting that emphasizes crime, sex and violence. By 1900, about one-third of the metropolitan dailies followed the trend toward yellow journalism.

Beginning in 1898, the Spanish-American War provided the battlefield for Pulitzer and Hearst to act out their newspaper war. For three years, the two newspapers unrelentingly overplayed events in the Cuban struggle for independence from Spain, each trying to beat the other with irresponsible, exaggerated stories, many of them invented.

The overplayed events that resulted from the sensational competition between Pulitzer and Hearst showed that newspapers could have a significant effect on political attitudes. The Spanish-American War began a few months after the sinking of the U.S. battleship *Maine* in Havana harbor, which killed 266 crew members. The cause of the explosion that sank the ship was never determined, but Pulitzer's and Hearst's newspapers blamed the Spanish.

Hearst dubbed the event "the *Journal's* War," but in fact Hearst and Pulitzer shared responsibility because both men had inflamed the public unnecessarily about events in Cuba. *The serious consequences that resulted from their yellow journalism demonstrate the importance of press responsibility.*

### Tabloid Journalism: Selling Sex and Violence

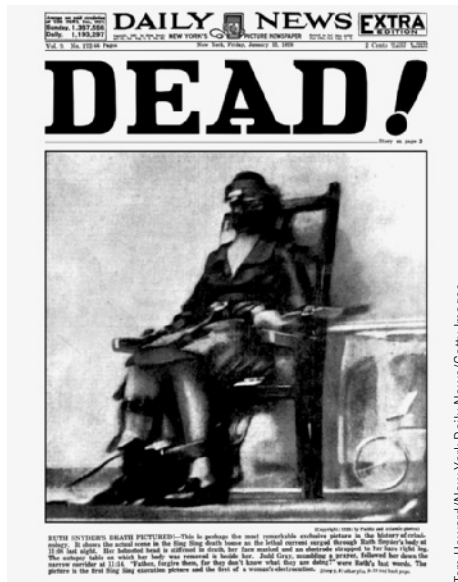
Sensationalism surfaced again in the tabloid journalism of the 1920s, also called jazz journalism. In 1919, the publishers of the *New York Daily News* sponsored a beauty contest to inaugurate the nation's first tabloid. A **tabloid** is a small-format newspaper, usually 11 inches by 14 inches, featuring illustrations and sensational stories.

The *Daily News* merged pictures and screaming headlines with reports about crime, sex and violence to

**Yellow Journalism** News that emphasizes crime, sex and violence; also called jazz journalism and tabloid journalism.

**Tabloid** A small-format newspaper that features large photographs and illustrations along with sensational stories.





Tom Howard/New York Daily News/Getty Images



New York Daily News/Getty Images

This 1928 photo of Ruth Snyder's execution (left) in the *New York Daily News* exemplifies the screaming headlines of early tabloids that still populate today's *Daily News* (right) and Internet sites such as BuzzFeed. At the Snyder execution, a *Daily News* reporter strapped a small hidden camera to his leg and secretly snapped a picture of Snyder as she was executed.

exceed anything that had appeared before. It ran full-page pictures with short, punchy text. Love affairs soon became big news and so did murders. In the ultimate example of tabloid journalism, in 1928 a *Daily News* reporter strapped a camera to his ankle and took a picture of Ruth Snyder, who had conspired to kill her husband, as she was electrocuted at Sing Sing prison.

Snyder's picture covered the front page, with the caption, "This is perhaps the most remarkable exclusive picture in the history of criminology." Photojournalism had taken a sensational turn.

One of today's successors to the *Daily News*' splashy format is the online Web site BuzzFeed, featuring stories about sex, violence and celebrities. (See **Impact/Profile**: "BuzzFeed Co-Founder Jonah Peretti Wants to Take Its Content Far Beyond Lists," p. 58.)

## Unionization Encourages Professionalism

The first half of the 20th century brought the widespread unionization of newspaper employees, which standardized wages at many of the nation's largest newspapers. Labor unions were first established at newspapers in 1800, and the International Typographical Union went national in the mid-1850s.

Other unions formed to represent production workers at newspapers, but reporters didn't have a union until 1934, when *New York World-Telegram* reporter Heywood

## Television Brings New Competition

The invention of television dramatically affected the newspaper industry. Before TV, newspaper publishers had to compete with only one other 20th-century news industry—radio. In the 1920s, when radio first became popular, for example, newspapers refused to carry advertising or time logs for the programs, but eventually newspapers conceded the space to radio.



Transcendental Graphics/Archive Photos/Getty Images

In the 1950s, newspaper readership declined as TV became America's primary source for news and entertainment. The *Howdy Doody Show* celebrates its tenth anniversary in 1957.

In the 1950s, however, television posed a bigger threat: TV offered moving images of the news, along with live and filmed entertainment. The spread of television demonstrated how interrelated the media were. The newspaper industry gave up its position as the number one news medium and was forced to share the news audience with broadcasting. Eventually, television influenced both the look and the content of many newspapers.

### Alternative Press Revives Voices of Protest

The social movements of the 1960s briefly revived one portion of the early newspaper industry—the alternative press. Like their 1800s predecessors in the abolition and emancipation movements, people who revived the alternative press in the 1960s believed the mainstream press was avoiding important issues, such as the anti-Vietnam War movement, the civil rights movement and the gay rights movement.

In 1964, as a way to pass along news about the anti-war movement, the *Los Angeles Free Press* became the first underground paper to publish regularly. The *Barb* in Berkeley, Calif.; *Kaleidoscope* in Chicago; and *Quick-silver Times* in Washington, D.C., soon followed. In 1965, Jim Michaels launched the nation's first gay newspaper, the *Los Angeles Advocate*. What the 1960s underground press proved already had been proven in the 19th century: In America, causes need a voice, and if those voices are not represented in the mainstream press, publications emerge to support alternative views.

### Newspapers Expand and Contract

Since the 1970s, the overall number of newspapers has declined. Many afternoon papers died when TV took over the evening news. Other afternoon papers changed to morning papers. Then, newspaper publishers realized television could provide the news headlines, but newspapers could offer the background that television news could not.

Newspaper publishers also began to exploit the popularity of television personalities and expanded their entertainment, business and sports news. Eventually, advertisers realized that newspapers gave people the broader news that TV couldn't deliver. Also, viewers couldn't clip coupons out of their television sets or retrieve copies of yesterday's TV ads, so advertisers began to use newspapers to complement television ad campaigns. To try to match television's visual appeal, newspapers introduced advanced graphics and vivid color.



Jonathan Daniel/Staff/Getty Images Sport/Getty Images

Chicago Bulls mascot Benny reads the sports section at courtside. Today, newspapers are losing younger readers, and most cities have only one newspaper.

Today newspapers are facing declining readership, especially among young readers, and many major newspapers have announced staff cuts in an attempt to stay as profitable as they have been in the past. (See **Illustration 3.1**, “Percentage of Adults Who Say They Read a Newspaper Yesterday,” p. 55.) To survive, most of today's dailies are part of a chain. Most cities have only one newspaper; some cities have no newspaper and must rely on other sources for news. “In 2009 and 2010, all the two-newspaper markets [became] one-newspaper markets,” said Mike Simonton of Fitch Ratings, a company that analyzes the newspaper industry, “and you will start to see one-newspaper markets become no-newspaper markets.”

### Newspapers at Work

Many colonial publishers handled all the tasks of putting out a newspaper single-handedly, but today's typical newspaper operation is organized into two separate departments: the editorial side and the business side. The *editorial side* handles everything that you read in the paper—the news and feature stories, editorials, cartoons, photographs and online editions. The *business side* handles everything else—production, advertising, distribution and administration.



## IMPACT

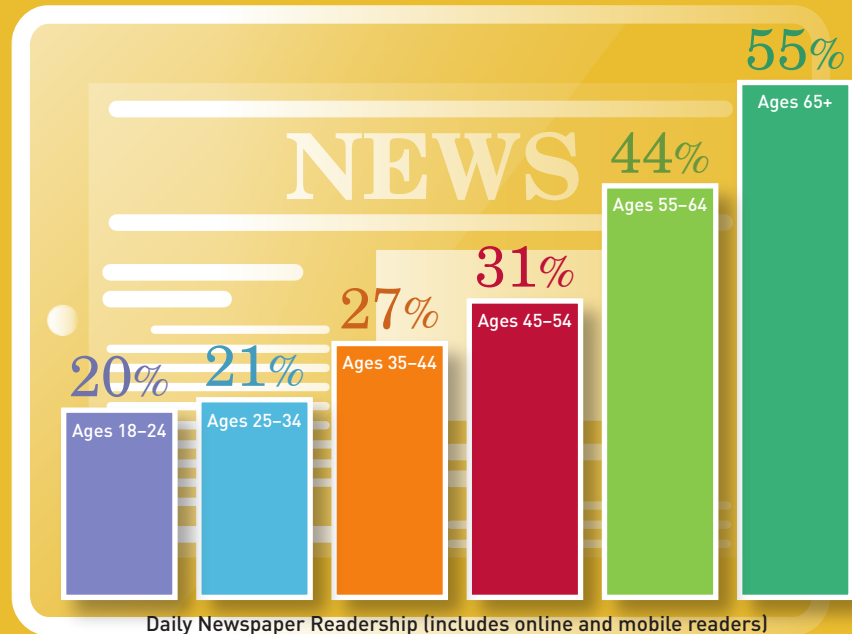
## Society

ILLUSTRATION 3.1

**Percentage of Adults Who Say They Read a Newspaper Yesterday (Includes Internet and Mobile Phone Readers)**

Adults between 18 and 34 today are much less likely to read a daily newspaper—even online—than mature adults (age 35 and above). Traditional newspapers are losing the younger audience to new Internet-only news services and social media.

"Newspapers: Readership by Age," *State of the News Media 2014*, Pew Research Center, journalism.org.



On the editorial side at a medium-size daily newspaper, different *editors*—a news editor, a sports editor, a features editor and a business editor, for example—handle different parts of the paper. The managing editor oversees these news departments. A copyeditor checks the reporters' stories before they are published, and a layout editor positions the stories. Opinion writers and editorial cartoonists usually work for an editorial page editor. The editorial department usually also manages all aspects of the newspaper's Internet editions. Editorial employees report to the *editor-in-chief* or the *publisher* or both.

A *business manager* and his or her staff run the business side of the paper: getting the paper out to subscribers, selling advertising and making sure the paper gets published every day. These people also ultimately report to the editor-in-chief or the publisher. Sometimes the publisher also owns the paper. If a corporation owns the paper, the publisher reports to its board of directors.

Almost all newspapers today run Web sites, and many newspapers have created New Media departments to introduce strong graphic and video elements to their Internet editions.

Newspapers also can add to their content without having to use their own reporters by buying content from **syndicates**, which are news agencies that sell articles for publication to several newspapers simultaneously. The first syndicated column was a fashion letter distributed in 1857. Syndicates mainly provide columnists, comics and editorial cartoons.

Most newspapers also subscribe to one or more news services, such as Associated Press, which provide articles from news bureaus around the world.

### Technology Transforms Production

Since their colonial beginnings, newspapers have shown their ability to appeal to changing audiences, adapt to growing competition, continue to attract advertisers and adjust to rapidly changing technology. Today's digital

**Syndicates** News agencies that sell articles for publication to several newspapers simultaneously.

technology means that machines are doing work formerly done by people. For newspaper unions, this shift to technology has meant a consistent effort among newspaper owners to challenge union representation.

Before 1970, newspapers needed typographers to handset metal type, and labor unions represented most typographers. With the introduction of digital composition, newspaper management slowly moved to eliminate the typographers' jobs. The unions fought the transition, and many newspaper workers went on strike—notably at the *New York Daily News* in 1990, at the *San Francisco Chronicle* and *San Francisco Examiner* in 1994 and at the *Detroit News* in 1996, but newspaper production jobs continued their decline.

With the threat of new technologies eliminating even more jobs, newspaper unions are a much smaller factor in the newspaper business today. Union influence for reporters and production workers at some urban newspapers continues, but most employees at smaller newspapers are not unionized.

## Consolidation Increases Chain Ownership

Because newspaper circulation is declining, large corporations have bought up many newspapers that once were family-owned. Instead of editors competing locally within a community, like Hearst battling Pulitzer, national chains now compete with one another.

Chain ownership doesn't necessarily mean that every newspaper in a chain speaks with the voice of the chain owner. Chains can supply money to improve a newspaper's printing plant and to add more reporters. But critics say chains often consolidate and limit readers' access to a wide range of information. (See **Chapter 1** for more discussion of media consolidation.)

## Newspapers Fight to Retain Readers

Newspapers depend primarily on advertising for support. Subscriptions and newsstand sales account for only a small percentage of newspaper income, so newspaper companies must constantly try to figure out how to attract new readers.

In the 1980s, Gannett Co. introduced a new national newspaper, *USA Today*, designed with bold graphics and shorter stories. In the 1990s, other newspapers followed, adding more color and special editions, even expanding their comics to two pages and printing them in color.

In some cities with large Latino populations, English-language newspapers expanded by publishing Spanish-language editions, and existing Spanish-language newspapers found a wider audience among immigrants. In areas like Dallas-Fort Worth, for example, where about



"EXTRA! EXTRA! Internet is putting us out of business!"

Sneyuro/cartoonstock.com

a fifth of the population is Latino, newspaper companies see an ever-increasing audience with a desire for information in Spanish. *La Opinión*, in Los Angeles, is the Spanish-language paper with the largest circulation.

In the 1990s, newspapers added Internet editions, and today digital access for readers is an essential element of any newspaper business. (See **Illustration 3.2**, "Newspaper Readers Prefer the Printed Paper, But Mobile Access Is Increasing," p. 57.)

Still, beginning in the year 2000, many people—especially younger readers—stopped using the printed newspaper and migrated to the Internet for news from other sources. As a result, newspaper advertising revenue declined very quickly. Hundreds of newspapers shut down—more than 100 newspapers closed in the U.S. in the first 6 months of 2009. For example, Seattle lost Washington state's oldest newspaper, the *Seattle Post-Intelligencer*, and Denver lost the *Rocky Mountain News*.

## National Newspapers Seek a Wider Audience

When the Gannett newspaper chain (which owns more newspapers than any other chain) created *USA Today*, the company was aiming at different readers than the nation's two other major newspapers, *The New York Times* and *The Wall Street Journal*. Gannett called *USA Today* "the nation's newspaper," and it found a large, overlooked audience who preferred shorter stories, more sports and feature news and splashy graphics.



## IMPACT

## Convergence

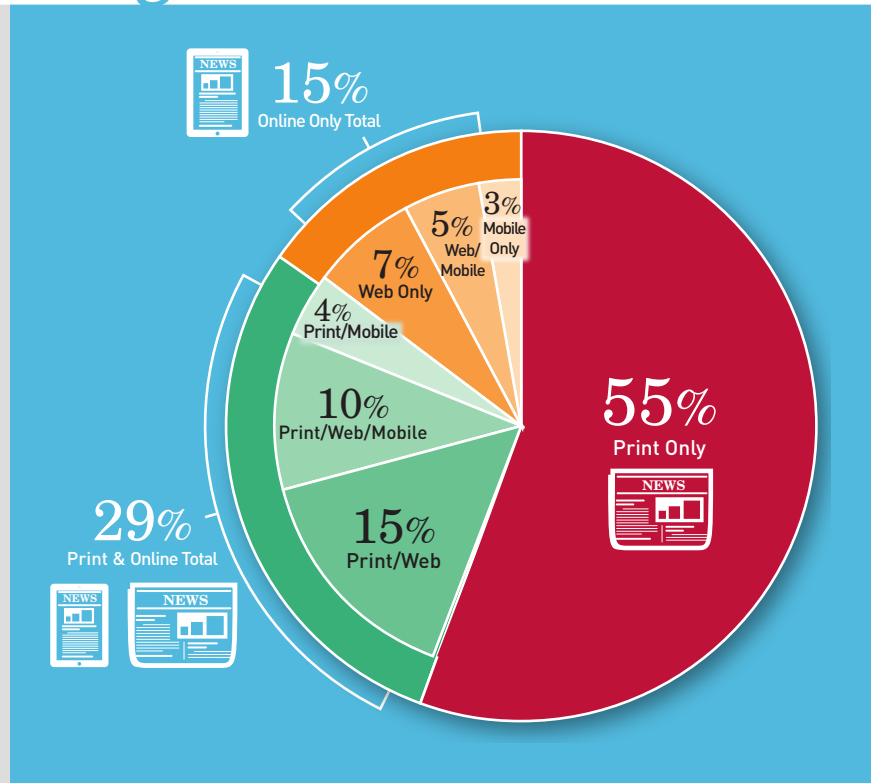
ILLUSTRATION 3.2

**Newspaper Readers Prefer the Printed Paper, But Mobile Access Is Increasing**

Most newspapers are available on many different platforms—print, Web and mobile access (smartphones and tablets). The majority of newspaper readers still use the newspaper in its printed format, but a growing number of newspaper users (29 percent) read their newspapers both online and in print.\*

"Newspapers: Audience by Platform," *State of the News Media 2014*, Pew Research Center, journalism.org.

\*Data total 99% because of rounding.



Today the three national papers each boast about a million daily readers in the U.S. for their print and Internet editions. *USA Today* concentrates on U.S. readers, but *The Journal* and *The Times* circulate widely overseas.

*The Wall Street Journal* publishes global editions in several different languages and is especially active in the Asian market. *The Times* publishes *The International New York Times* (originally the *International Herald Tribune*, see p. 348), an English-language daily covering global news throughout Europe. To compete with *The Journal*, in 2015 *The Times* announced plans to begin publishing a Chinese-language magazine in China.

Competition for readers became even more global in 2014 when the respected British newspaper *The Guardian* announced plans to challenge America's three national newspapers by aggressively marketing a U.S. edition called *Guardian US*.

**Internet Editions Open Up New Markets**

Today, newspapers available on-screen are an essential part of a reader-friendly strategy to maintain profitability. But Internet editions generate a lot less revenue than print editions because a print edition can carry much more advertising than an online version, and advertisers

still are willing to pay more for print ads than digital. Print editions also generate revenue from newsstand sales and subscriptions, but most Internet editions are available free.

In 2010, the results of a Pew Research Center survey showed that for the first time, more people (34 percent) went online for news than got their news from a newspaper (31 percent). Internet editions publish shorter highlights of the day's news, as well as special features that don't appear in the daily newspaper. Blogs offer subscribers the chance to share background information on specific topics, and other interactive features offer Internet links to lists and archived stories on related topics, plus current photos and video clips from breaking news events.

Recently, many newspapers have established a fee structure for Internet access (called a **paywall**), which usually offers a sampling of the current stories free, for example, but requires a subscription to retrieve the full text of longer stories and for access to archives. Some newspapers offer free Internet access only to people who also subscribe to their daily print edition. *The Wall*

**Paywall** A fee-for-access system set up by a newspaper to charge readers for Internet content.



Courtesy of Shirley Biagi



Courtesy of Shirley Biagi

Even small-town dailies, such as *The Garden Island*, published on the Hawaiian island of Kauai, offer Internet editions to boost their audience and attract advertising revenue. Online access means visitors from around the world can follow island news, boosting ad revenue.

*Street Journal* charges a subscription fee for access to its complete online edition, and in 2010 *The New York Times* began charging frequent users for content.

The biggest emerging competitors for news readers are Internet-only news sites called **news aggregators**, technology-based companies, such as BuzzFeed, that produce very little original content. Instead, their writers scan the Internet for breaking news published by traditional news organizations and monitor social networks for public interest items posted by users. They then combine (aggregate) lists and shortened versions of the stories, add catchy headlines, and post the items on their own sponsored sites. The result is a news product that looks like a newspaper Web site but still depends heavily on borrowed content from traditional media organizations.



AP Images/Picture-alliance/dpa/Jens Büttner

News aggregators such as BuzzFeed gather viral content from traditional news organizations and social networking sites, such as Facebook and Twitter, and post this borrowed content as news on their own sponsored sites.

(See **Impact/Profile**: BuzzFeed Co-Founder Jonah Peretti Wants to Take Its Content Far Beyond Lists, p. 59.)

## Today's Newspaper Audience Is a Moving Target

Although newspapers still hold power for advertisers, recent studies reveal that the future success of newspapers depends on retaining younger readers.

Newspaper publishers today also are forced to compete globally to maintain their audience because audiences attract advertisers—and profits. The average daily printed newspaper is about two-thirds advertising, and in some printed newspapers advertising runs as high as 80 percent. National advertisers (such as Procter & Gamble) buy much more television time than printed newspaper space, but small community businesses still need local newspapers to advertise their products and services.

Newspapers are racing to figure out how to remain profitable by chasing an audience that is constantly distracted by social media and the personal demands of their own lives. As the country's first mass medium for news, today's newspaper companies are no longer necessarily the first place people go for information, so newspapers are challenged to rediscover how they can fulfill their responsibility to keep the public informed and still stay profitable.

**News Aggregators** Technology-based companies that primarily gather and re-format viral news content borrowed from traditional news organizations and social networks, then post the content as news on their own sponsored sites.



## IMPACT

## Profile

**BuzzFeed Co-Founder  
Jonah Peretti Wants to  
Take Its Content Far  
Beyond Lists***By Mike Isaac*

Here are three completely crazy insights about BuzzFeed, the viral content start-up:

1. BuzzFeed is a Web traffic sensation that draws 150 million average monthly viewers.
2. Numbered lists, like this one, are what the site is most famous for and drive much of its audience.
3. BuzzFeed wants to be known for much, much more.

To help make that happen, BuzzFeed just closed a new \$50 million investment from Andreessen Horowitz, a prominent venture capital firm in Silicon Valley. The investment values the company at about \$850 million, according to a person with knowledge of the deal.

Now the question is whether BuzzFeed can maintain the agility and skills of a tech start-up while building the breadth of a large media company. "As we grow, how can we maintain a culture that can still be entrepreneurial?" said Jonah Peretti, the company's co-founder and chief executive.

BuzzFeed, which is based in New York, started in 2006 as a kind of laboratory for viral content—the kinds of highly shareable lists, videos and memes that pepper social media sites. But in recent years, the company has added more

traditional content, building a track record for delivering breaking news and deeply reported articles, and it has tried to marry its two halves in one site.

But what has really set BuzzFeed apart, Mr. Peretti said, is its grasp of technology. The company, which now has 550 employees, has been especially successful at distributing its lists and content through mobile devices and through social sites like Facebook and Twitter. Social media accounts for 75 percent of BuzzFeed's referral traffic, according to the company.

Still, the company faces the same problem that more traditional publications do—rates for traditional online advertising, on general interest sites like BuzzFeed, have dropped consistently from year to year. To keep up, sites must either perpetually increase traffic at a

steady clip, or innovate and move into new and potentially more lucrative areas like so-called native advertising and video.

This is not Mr. Peretti's first media enterprise, however. He was a co-founder, along with Arianna Huffington and the venture capitalist Kenneth Lerer, of *The Huffington Post*. That online media start-up, which relied heavily on showing up in Google search results for traffic, was sold to AOL in 2011 for \$315 million.

The company also plans a fast expansion into international markets, already a major driver of the site's new-user growth, with plans to open offices in Japan, Germany, Mexico and India.

"We're organizing ourselves to be a media company for the way people consume media today," Mr. Peretti said.



Chang W. Lee/New York Times

The newspaper business today is facing challenges from online aggregators, such as BuzzFeed, which troll the Internet for stories and present them in a tabloid format. Jonah Peretti (left), co-founder of BuzzFeed, with Ben Smith, editor in chief, in the BuzzFeed newsroom in New York City.

Excerpted from Mike Isaac, "50 Million New Reasons BuzzFeed Wants to Take Its Content Far Beyond Lists," August 10, 2014, nytimes.com.

# REVIEW, ANALYZE, INVESTIGATE

## CHAPTER 3

### First Mass Medium to Deliver News

- Between 1690 and 1920, newspapers were the only mass news medium.
- Newspapers are historically important in defining a society's concept of the importance of an independent press.

### Publishers Fight for an Independent Press

- The issue of government control of newspapers surfaced early in colonial America, when the authorities stopped *Publick Occurrences* in 1690 after a single issue because the paper angered local officials.
- The tradition of an independent press in this country began when James Franklin published the first newspaper without the heading "Published by Authority."
- The John Peter Zenger case established an important legal precedent: If what a newspaper reports is true, the paper cannot successfully be sued for libel.
- By the time the American Revolution began, at least 14 women had worked as printers in the colonies.
- As dissatisfaction grew over British rule, newspapers became essential political tools in the effort to spread revolutionary ideas, including opposition to the British Stamp Act and the Alien and Sedition Laws.

### Technology Helps Newspapers Reach New Readers

- The technological advances of the 19th century, such as cheaper newsprint, mechanized printing and the telegraph, meant that newspapers could reach a wider audience faster than ever before.
- In the 1800s, newspapers sought new readers—Native Americans, immigrants and those on the nation's frontiers.
- Elias Boudinot [Galagina (The Buck) Oowati] published the first issue of the nation's first Native American newspaper, the *Cherokee Phoenix*, on February 21, 1828.
- The abolition and women's suffrage campaigns fostered the first alternative press movements.
- Six early advocates for domestic change were John B. Russwurm, the Reverend Samuel Cornish, Frederick Douglass, William Lloyd Garrison, Jane Grey Swisshelm and Ida B. Wells.

### Newspapers Seek Mass Audiences and Big Profits

- Penny papers made newspapers affordable for virtually every American.
- The penny press made newspapers available to the masses.
- The legacy of the penny press continues today in gossip columns and crime reporting.

### Newspapers Dominate the Early 20th Century

- Newspapers were the nation's single source of daily dialogue about politics, culture and social issues.
- Intense competition bred yellow journalism.

### Unionization Encourages Professionalism

- Unions standardized wages at many of the nation's largest newspapers.
- Unions raised wages and created a sense of professionalism.

### Television Brings New Competition

- The introduction of television contributed to a decline in newspaper readership that began in the 1950s.
- Newspapers were forced to share their audience with broadcasting.

### Alternative Press Revives Voices of Protest

- The social causes of the 1960s briefly revived the alternative press.
- People who supported the alternative press believed the mainstream press was avoiding important issues such as the anti-Vietnam War movement, the civil rights movement and the gay rights movement.

### Newspapers Expand and Contract

- Since the 1970s, the overall number of newspapers has declined.
- To try to match TV's visual appeal, newspapers introduced advanced graphics and vivid color in the 1990s.
- Today newspaper audiences are still declining, especially among young readers.



### Newspapers at Work

- Newspaper operations are divided into two areas: business and editorial.
- The editorial department usually also manages all aspects of the newspaper's Internet editions.
- Editorial employees report to the editor-in-chief or the publisher or both.
- Almost all newspapers today produce Internet editions to capture new audiences.
- Newspapers can also buy content from syndicates and news services.

### Technology Transforms Production

- For newspaper unions, the shift to digital technology has brought a challenge to union representation.
- Before 1970, typographers handset metal type, and labor unions represented most typographers.
- The introduction of digital composition meant many typographers' jobs were eliminated.
- Some newspaper workers went on strike, but layoffs continued.
- Unions are a much smaller factor in the newspaper business today.

### Consolidation Increases Chain Ownership

- Large corporations have bought up newspapers that once were family-owned.
- Instead of newspapers competing locally, national newspaper chains now compete with one another across the country.

### Newspapers Fight to Retain Readers

- Newspapers depend primarily on advertising for support.
- Hundreds of newspapers have been shut down in the last ten years.
- More than 100 newspapers closed in the United States in the first six months of 2009.

### National Newspapers Seek a Wider Audience

- The nation's three national newspapers are *USA Today*, *The New York Times* and *The Wall Street Journal*.

- Today the three national papers have about a million daily readers each.
- *The Wall Street Journal* publishes global editions in several different languages.
- *The Times* publishes *The International New York Times*.
- In 2014 the respected British newspaper *The Guardian* began aggressively marketing a U.S. edition of the paper called *Guardian US*.

### Internet Editions Open Up New Markets

- Newspaper publishing companies first launched Internet editions in the late 1990s.
- Internet editions generate a lot less revenue than print editions.
- In 2010 for the first time, more people went online for news than got their news from a newspaper.
- Internet editions publish shorter news highlights plus many interactive features.
- Many newspapers are beginning to establish a fee structure for access called a *paywall*.
- The biggest emerging competitors for readers are Internet-only news sites called news aggregators.

### Today's Newspaper Audience Is a Moving Target

- The future financial success of newspapers depends on their ability to appeal to a shifting audience and meet growing competition.
- Newspapers still hold power for advertisers, but recent studies reveal that younger readers are deserting the medium faster than any other group.
- In cities with large Latino populations, newspapers have introduced Spanish-language editions, and existing Spanish-language newspapers have expanded.
- The average daily newspaper is about two-thirds advertising.
- Newspapers are challenged to rediscover how they can fulfill their responsibility to keep the public well informed yet still stay profitable.

## Key Terms

These terms are defined in the margins throughout this chapter and appear in alphabetical order with definitions in the Glossary, which begins on page 361.

Alternative [Dissident] Press **49**

Libelous **47**

News Aggregators **58**

Paywall **57**

Penny Paper or Penny Press **51**

Seditious Language **46**

Syndicates **55**

Tabloid **52**

Yellow Journalism **52**

## Critical Questions

1. Describe the circumstances surrounding the John Peter Zenger decision. Which important precedent did the case set for the American mass media? Why is this precedent so important?
2. Describe the contributions of two early colonial American women publishers and two early alternative press publishers.
3. Describe the impact on American society of the competition that developed between the Hearst and Pulitzer newspaper empires. Describe the style of news coverage that characterized that competition. Give an example of sensationalized reporting from your experience.
4. Discuss the new national and global audiences newspapers are seeking to maintain their readership. How does broadening content to attract a global audience, for example, affect the nation's focus on events outside the U.S.?
5. Describe some of the Internet services newspapers offer and discuss how they make newspapers more accessible to readers. Do you read a newspaper online? How often? Do you use a news aggregator? Under which circumstances, if any, would you be willing to pay for online news content?

## Working the Web

This list includes sites mentioned in the chapter and others to give you greater insight into the newspaper business.

### American Society of News Editors (ASNE)

[asne.org](http://asne.org)

Housed in the Reynolds School of Journalism at the University of Missouri, this professional organization for daily newspaper editors has committees and annual conventions that address such issues as the Freedom of Information Act, the role of newspapers in society, ethics and diversity—both in the workplace and in newspaper reporting. ASNE also is concerned about improving journalism training and education throughout the U.S.

### BuzzFeed

[buzzfeed.com](http://buzzfeed.com)

Founded in 2006 in New York City as an experimental media and entertainment Web site, BuzzFeed covers a wide array of topics, including politics, entertainment and finance. Most of its content is gathered and reproduced from traditional news organizations and social media, then organized in BuzzFeed's fast-moving, tabloid format. The site's writers produce some original reporting, but most of its content is borrowed. So far, BuzzFeed is supported primarily by investments from venture capital firms.

### The Dallas Morning News

[dallasnews.com](http://dallasnews.com)

Owned by the Belo Corporation, the *Dallas Morning News* bills itself as the largest daily newspaper in the state of Texas.

### Honolulu Star-Advertiser

[staradvertiser.com](http://staradvertiser.com)

The flagship publication of Oahu Publications Inc. (OPI)—which is owned by Black Press Limited, a Canadian newspaper company—the *Honolulu Star-Advertiser* was formed in 2010, when OPI purchased the *Honolulu Advertiser* from the Gannett Corporation and merged it with the *Honolulu Star Bulletin*, making OPI the largest newspaper publisher in the state of Hawaii. Oahu Publications also publishes *The Garden Island* on Kauai.

### La Opinión

Headquartered in Los Angeles, *La Opinión* is the largest Spanish-language newspaper in the country. *La Opinión* is owned by impreMedia, which also owns and publishes *El Diario*, *La Raza*, *El Mensajero*, *Rumbo* and *Vista*.

### Los Angeles Times

[latimes.com](http://latimes.com)

First published in 1881 as the *Los Angeles Daily Times*, the *Los Angeles Times* is owned by Tribune Publishing. The *Times* has a well-established reputation for quality news and feature reporting and for its comprehensive coverage of entertainment industry news. Users can personalize their news pages around the content that interests them.

### The Miami Herald

[miamiherald.com](http://miamiherald.com)

Considered the paper of record and South Florida's largest daily newspaper, the *Miami Herald* is owned by the



McClatchy Co. It has developed a reputation for its coverage of Caribbean and Latin American news for Miami's large Latino population. In 1946, the paper launched its international Clipper edition for Latin America, originally named for the Pan Am flying "clipper" seaplanes on which the paper was shipped.

### The New York Times

*nytimes.com*

Long regarded as the nation's most credible and complete newspaper under the motto "All the News That's Fit to Print," *The New York Times*—known simply as *The Times*—still fiercely maintains its traditional "long-hand" journalism reporting format, in both the print and digital editions. *The Times* has won more than 100 Pulitzer Prizes, and was one of the first dailies in the U.S. to begin incorporating its own video news reporting service into its online site. It was also one of the first dailies in the country to begin charging a subscription access fee for its online content.

### Newspaper Association of America (NAA)

*naa.org*

The NAA is the lobbying organization of the newspaper industry, with a membership that includes over 2,000 daily newspapers, non-dailies and Internet news providers in the

U.S. and Canada. With the recent decline in print newspaper subscribers, the NAA uses its own nonprofit organization, the American Press Institute, to establish newspaper training and education initiatives throughout the country.

### Topix

*topix.net*

Based in Palo Alto, Calif., Topix LLC is a privately held company with investment from Gannett Co., McClatchy Co. and Tribune Co. The customizable news Web site has more than 12 million subscribers that are interconnected with news and information from "74,000 sources to 450,000 news topics" throughout the country, according to the site. In 2012, Topix launched Politix, which allows readers to participate in on-site debates about current political topics.

### The Washington Post

*washingtonpost.com*

Long known for uncovering and reporting the Watergate Scandal in 1972, *The Washington Post* was purchased by Amazon founder and chief executive Jeffrey Bezos for \$250 million in 2013. *The Post* is the major daily newspaper of Washington, D.C., and the top newspaper of record for national political news.



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# MAGAZINES

## CHASING THE AUDIENCE

# 04



Nancy Borowick/New York Times

Condé Nast, one of the nation's premier magazine publishers, produces 21 magazine "brands," including *Wired*, *Glamour*, *Vogue*, *The New Yorker* and *Vanity Fair*. In November 2014, Condé Nast moved into its new headquarters at 1 World Trade Center, New York City.