

# NEWS AND INFORMATION STAYING CONNECTED

# 12



U.S. Attorney General Loretta Lynch faces the press in New York to announce the arrests of several FIFA (Fédération Internationale de Football Association) officials on May 27, 2015.

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**“Seventy percent of young adults said their social media feeds include a mix of viewpoints, increasing their chances of reading a wider array of content.”**

—TOM ROSENSTIEL, EXECUTIVE DIRECTOR, AMERICAN PRESS INSTITUTE

***Because the First Amendment to the U.S. Constitution prescribes freedom of the press, it is important to understand the development of news reporting in this country. Today's news delivery is the result of a tug of war between audiences as they define the types of news they want and the news media that try to deliver it. (See **Impact/Convergence**: “Young Adults Want News Every Day, Survey Shows,” p. 237.)***

*Publick Occurrences*, the nation's first newspaper, published only one issue in 1690 before the authorities shut it down. The nation's first *consecutively issued* newspaper (published more than once) was *The Boston News-Letter*, which appeared in 1704. In the first issue, editor John Campbell reprinted the queen's latest speech, some maritime news and one advertisement telling people how to put an ad in his paper.

From 1704 until the Civil War, newspapers spread throughout New England and the South and across the frontier. The invention of the telegraph, in 1844, meant news that once took weeks to reach publication could be transmitted in minutes.



Valery Hache/Getty Images

Today the public's appetite for news means there are more news outlets gathering more types of news than ever before. Actor Sean Penn jogs past reporters at the Cannes Film Festival in Cannes, France, on May 14, 2015.

### Early News Organizations Cooperate to Gather News

In 1848, 6 newspapers in New York City decided to share the cost of gathering foreign news by telegraph from Boston. Henry J. Raymond, who subsequently founded *The New York Times*, drew up the agreement among the papers to pay \$100 for 3,000 words of telegraph news.

## IMPACT

## Convergence

**Young Adults Want News Every Day, Survey Shows***By Associated Press*

Young adults have a reputation for being connected to one another and disconnected from the news, but a survey found that mobile devices and social networking are keeping them more engaged with the broader world than previously thought.

They want news, they say, though they don't always aggressively seek it out—perhaps simply happening upon it on a friend's online feed. And they want it daily.

The survey of Americans ages 18 to 34 found that two-thirds of respondents said they consume news online regularly, often on a social networking site. Of those, 40 percent do so several times a day, according to the poll conducted by The Associated Press-NORC Center for Public Affairs Research and the American Press Institute.

It's been a slowly building trend in news consumption that experts say is trickling up to older generations—and that young people say helps them stay current, even if they never read an actual newspaper or watch the evening news on TV.

Among other things, the respondents of the survey said their consumption of news and information on various devices was most often sparked by an interest in civic issues, for social reasons, including discussing a topic with friends,

or because they just find it enjoyable.

The survey found young adults generally get harder news from more traditional news sites and “softer” lifestyle news from social networks, Facebook being the overwhelming favorite.

That's generally how it works for Marilu Rodriguez, a 29-year-old from suburban Chicago, who participated in a focus group that accompanied the survey. She recalls how, as a child, the TV news would come on at her house after her family had watched the latest episode of their favorite telenovela, a Spanish-language soap opera. “It was a family thing to watch the news,” Rodriguez says.

Now her smartphone is her most frequent portal to the world, as she

surfs social networking and news sites, often on her train ride to and from work as a coordinator for a nonprofit organization in downtown Chicago. Like many in the survey, she gets a lot of her news through a “diverse mix of friends” on those social networking sites.

Still, only 39 percent of the survey's respondents said they actively seek out news, while 60 percent said they mostly “bump into” that type of content as they do other things on Facebook and other sites.

Tom Rosenstiel, executive director of the American Press Institute, noted that 70 percent of young adults surveyed said their social media feeds include a mix of viewpoints, increasing their chances of reading a wider array of content.



AP Images/M. Spencer Green

Marilu Rodriguez checks a news Web site on her smartphone before boarding a train home from work in Chicago. Rodriguez, like two-thirds of 18- to 34-year-olds polled in a recent survey, consumes news online regularly, often on social networking sites.

*Note:* The survey of 1,046 young adults was conducted from Jan. 5 to Feb. 2, 2015, by the Media Insight Project, a partnership between the AP-NORC Center and the American Press Institute, which funded the study.

Excerpted from Associated Press, “Staying Current: Young Adults Want News Every Day, Survey Shows,” March 17, 2015.



Soon known as the New York Associated Press, this organization was the country's first **cooperative news gathering** association.

Being a cooperative meant the member organizations shared the cost of getting the news, domestic and foreign, returning any profits to the members. Today's Associated Press (AP) is the result of this early partnership. United Press, founded in 1884 to compete with AP, devised a different way of sharing information. United Press, which eventually became United Press International (UPI), was established not as a cooperative but as a privately owned, for-profit wire service. (Today wire services are called news services.)

Because news services now use digital delivery instead of the original telegraph machines, cooperative and for-profit news gathering is virtually instantaneous. Most American newspapers and broadcast news operations subscribe to at least one news service, such as AP. Many other news services send stories and broadcasts worldwide: Agence France-Presse (France), Reuters (Great Britain), ITAR-TASS (Russia), Agenzia Nazionale Stampa Associata (ANSA; Italy), Deutsche Presse-Agentur (Germany) and Xinhua (China).

The news services especially help small newspapers and broadcast stations that can't afford overseas correspondents. Large dailies with their own reporters around the world still rely on news services when they can't get to a story quickly. UPI has had several owners and has very few subscribers. Associated Press is the nation's primary news service, constantly feeding stories to newspapers, broadcast outlets and Internet news services. AP remains a cooperative, as it was when it began in New York, and employs broadcast as well as print reporters all over the world.

Some newspaper organizations in the United States—*The New York Times*, *The Washington Post* and the *Chicago Tribune*—also run their own news services. Subscribers publish each other's news service stories. For many newspapers, news service stories provide information at a relatively low cost because the subscribing newspaper doesn't need as many staff reporters to cover the news.

## Civil War Brings Accreditation and Photojournalism

In the 1860s, interest in the emotional issues of the Civil War sent many reporters to the battlefield. Hundreds of correspondents roamed freely among the soldiers, reporting for



Mathew Brady's photojournalism during the Civil War created a standard for future photojournalists to follow—using photo images to help capture a story's realism. In 1864, Brady photographed members of the 1st Connecticut Artillery at Fort Brady.

the North and the South. Two important results of Civil War reporting were the accreditation of reporters and the introduction of photographs to enhance written reports.

### Government Accredits Journalists

The issue of government interests versus press freedom surfaced early in the Civil War. In 1861, Union General Winfield Scott prohibited telegraph companies from transmitting military information because he was afraid some stories would help the South. At the Battle of Bull Run in 1861, *New York Times* editor Henry J. Raymond, reporting the war from the front, mistakenly telegraphed a story that said the North had won.

When Raymond followed up with the correct story, military censors blocked the news, arguing the information should be kept secret. Then Union General William T. Sherman ordered *New York Herald* correspondent Thomas E. Knox arrested and held as a spy for sending sensitive military information.

President Lincoln intervened to reach a compromise that would balance the needs of the press with the needs of the nation through a process called **accreditation**.

**Cooperative News Gathering** Member news organizations that share the expense of getting the news.

**Accreditation** The process by which the government certifies members of the press to cover government-related news events.



AP Images

Photojournalist Margaret Bourke-White photographed stories for *Fortune* and *Time* magazines, establishing a 20th-century standard for photojournalism. Bourke-White, dressed in high-altitude flying gear, poses in front of a U.S. Army Flying Fortress aircraft in February 1943. Bourke-White covered World War II and the Korean War as a photojournalist.

This meant that the federal government certified members of the press to cover the war. Accredited journalists were required to carry press passes issued by the military. The practice of accreditation continues today as the government's method of certifying war-reporting journalists. This concept of accreditation—that a journalist is someone who could be credentialed—served to add to a sense of professionalism among journalists.

### Photojournalism Is Born

Also at the Battle of Bull Run was photographer Mathew Brady, who convinced President Lincoln that a complete photographic record of the war should be made. Until the Civil War, photography had been confined primarily to studio portraits because of the cumbersome equipment and slow chemical processing. Brady photographed the battles of Antietam and Fredericksburg and sent photographic teams to other battles.

Newspapers did not yet have a method to reproduce the photographs, but Brady's pictures were published in magazines, making Brady the nation's first news photographer. His 3,500 photographs demonstrated the practicality and effectiveness of using images to help report a news story, although newspaper photographs did not become widely used until the early 1900s.

The marriage of images and text to tell a better story than either text or photographs could tell alone formed the beginnings of today's concept of **photojournalism**. It was photojournalism that made *Life* magazine, founded by *Time*'s Henry Luce, such a success and created stars out of gifted photographers like Margaret Bourke-White. The perfect image to accompany the words—the best photojournalism—has become an essential part of any good news story.

### Tabloid News Takes Over

The beginning of the 20th century brought the expansion of newspapers—New York City once had more than ten daily newspapers—and intensified competition. The introduction of the penny papers meant newspapers had to grab a bigger audience to survive. And, as described in **Chapter 3**, the race for readers ushered in yellow journalism—featuring stories about grisly crimes and illicit sex, often illustrated with large, startling photographs. Substantial newspapers, covering important stories, were being published all over the country, but today people still think first about tabloid journalism when they think about this period in newspaper history.

In the 1930s, people began to turn to radio for instant news headlines and information. Newspapers still flourished, but where they once had an exclusive corner on news, now they shared their audiences with radio. When World War II began, both radio and newspapers were in place to bring home expanded news of the war.

### Newsreels Bring Distant Events to American Moviegoers

Beginning at the turn of the 20th century and lasting until television took over news coverage, movie newsreels showed audiences distant locations and newsworthy events. Produced by companies including British Pathé (from 1900 until 1970) and Fox Movietone News (between 1919 and 1960), newsreels were shown in movie theaters to audiences hungry for the pictures that radio couldn't provide. Newsreels and news features, such as *March of Time*, were usually no longer than ten minutes, with running commentary by a narrator, updated every week.

**Photojournalism** Using photographs to accompany text to capture a news story.





Bettmann/Corbis

Before TV news, newsreels and news features were very popular with movie audiences. Shown in movie theaters before the main feature, newsreels, such as Movietone News, brought viewers closer to distant locations and newsworthy events. On March 8, 1933, President Franklin D. Roosevelt gives his first press conference as president, in Washington, D.C.

Because it took time to assemble the stories and develop the film, newsreel footage usually reached audiences a week or more after the events took place. Movietone News, produced by Fox, offered the most popular newsreel in the United States, with more than 1,000 camera operators who roamed the globe to cover the news each day.

Besides serious news stories, such as President Franklin Delano Roosevelt speaking to a national audience, newsreel photographers captured Hollywood celebrities, scoured exotic travel locations and produced sports and feature stories. Another newsreel company, All-American News, produced newsreels directed at African American audiences; often these were shown before feature movies in addition to, or instead of, Movietone newsreels.

Newsreels offered an important realistic glimpse at worldwide news and information events that audiences couldn't get anywhere else.

## Newspapers and Radio Personalize World War II

The most honored print journalist during World War II was Ernie Pyle, who worked for the Scripps Howard news organization. His reporting, which focused on the people who were fighting the war rather than battles and casualty counts, reached deep into the emotions of Americans who were stateside waiting for word from the

front. (See **Impact/Profile**, “Ernie Pyle: The War Correspondent Who Hated War,” p. 241.)

Radio is the news medium that began to shine during World War II because radio news broadcasts meant that, for the first time, people could hear the action as it was happening. Imagine the date is September 8, 1940. World War II has begun its second year in Europe. You don't have a television set. You are sitting at home in the United States, listening to your radio.

CBS announces a special bulletin from journalist Edward R. Murrow, reporting the first bombing of London: 626 bombers have pounded the city, leaving more than 1,000 people dead and 2,000 people injured. You and your family listen intently in your living room as Murrow describes “men with white scarves around their necks instead of collars . . . dull-eyed, empty-faced women. . . . Most of them carried little cheap cardboard suitcases and

sometimes bulging paper shopping bags. That was all they had left. . . .

“A row of automobiles with stretchers racked on the roofs like skis, standing outside of bombed buildings. A



AP Images

During World War II, radio became the most immediate way for people to learn about current events. Radio broadcaster Howard K. Smith reports from Moscow, Russia, on October 1, 1943. U.S. war reporters, like Smith and Ernie Pyle, wore military uniforms when they were working.

## IMPACT

## Profile

**Ernie Pyle: The War Correspondent Who Hated War***By Dan Thomasson*

*Note: Ernie Pyle worked for Scripps Howard. Dan Thomasson, the editor of Scripps Howard News Service, wrote this reflection on Pyle's work to accompany a collection of Pyle's dispatches that was published in 1986. Pyle, 45, was killed while covering a battle on Ie Shima, Japan, on April 18, 1945.*

The other day while going through some old files in our library, I came upon a yellowed and tattered dispatch.

It made me cry.

It was about the death of a Capt. Waskow during the Italian campaign of 1944. And it probably is the most powerful treatise on war and death and the human spirit I have ever read.

I took it out and had it treated and framed and I hung it in the office in a prominent position where now and then one of the younger reporters will come by and read it and try to hide the inevitable tear.

The man who wrote it, Ernest Taylor Pyle, is but a memory as distant as

the war he covered so eloquently and ultimately died in.

But unlike so many who perished beside him, Pyle's contribution to what Studs Terkel calls "the last good war" remains with us in his work—thousands of words that will forever memorialize brave men and debunk the "glory" of war.

The column that says it best perhaps is the one drafted for the end of the fighting in Europe. It was found in his pocket by the foot soldiers who had risked their lives to retrieve his body on the Japanese island of Ie Shima in 1945:

"Dead men by mass production—in one country after another—month after month and year after year. Dead men in winter and dead men in summer.

"Dead men in such familiar promiscuity that they become monotonous.

"Dead men in such infinity that you come almost to hate them."

... When I was a kid starting out in this business, the trade magazines were full of job-seeking ads by those who claimed they could "write like Ernie Pyle." This was 10 years after his death and he was still everyone's model.



War correspondent Ernie Pyle (1900–1945), the most honored journalist in the United States, died during the last days of World War II. Pyle (center, standing with foot on the hill) visits with a soldier on Okinawa, Ryukyu Islands, in 1945.

PFC Murray/Historical/Corbis

man pinned under wreckage where a broken gas main sears his arms and face. . . .

"... the courage of the people, the flash and roar of the guns rolling down streets . . . the stench of air-raid shelters in the poor districts."

This was radio news reporting at its best. For 26 years, from 1921 until the advent of television news in 1947, radio reporters like Murrow painted pictures with words. (For more information about Murrow's career in television, see **Chapter 8**.)



During the first half of the 20th century, radio reporters described Prohibition and its repeal, the stock market crash, the Depression, the election of Franklin D. Roosevelt, the New Deal, the bombings of London and Pearl Harbor, the Normandy invasion, Roosevelt's funeral and the signing of the armistice that ended World War II.

Most radio stations maintained their own radio news departments, until the advent of format radio. Today, very few radio stations maintain full-time news departments, and radio stations with news formats tend to be concentrated in the nation's big cities. Still, the heritage of colorful, exciting radio news created the foundation for TV news, which began to blossom in the 1950s.

## TV News Enters Its Golden Age

The first network TV newscasts in the 1950s lasted only 15 minutes, but by the 1960s, TV network evening news had expanded to half an hour—the same amount of time the networks dedicate to national news today. Radio news stars like Edward R. Murrow moved from radio to television, and eventually the TV networks created large news departments with bureaus and correspondents spread throughout the United States and overseas.

What has been called the Golden Age of Television News was the decade that began in 1961, with President John F. Kennedy's inauguration. The Kennedy family was very photogenic, and they invited press coverage. Kennedy's victory as president, in fact, has been credited to his on-camera presence during the Kennedy-Nixon debates in 1960. So it was fitting that Kennedy would be the first president to play Cold War brinkmanship on television, when TV news grew to become a part of politics, not just a chronicler of political events.

## TV and the Cold War

President Kennedy asked all three networks to clear him time on Monday, October 22, 1962, at 7 p.m. Eastern time.

The president had learned that missile sites were being built in Cuba with Russian help. Kennedy used television to deliver his ultimatum to dismantle the missile bases.

"Using the word *nuclear* 11 times, Kennedy drew a panorama of devastation enveloping the whole hemisphere," according to media historian Eric Barnouw. "The moves that had made such things possible, said Kennedy, could not be accepted by the United States 'if our courage and our commitments are ever to be trusted again by either friend or foe.'"

Kennedy admonished Russian Premier Nikita Khrushchev and urged him to stop the ships the Soviet Union was sending to Cuba to help build the missile sites. Faced with such a visible challenge, the Soviet Union turned its ships around in the Atlantic and sent conciliatory messages in order to reach a settlement. The Cuban missile crisis was in fact a carefully constructed live television drama, in which Kennedy performed well.

## TV News as a Window on the World

In 1963, television news was forced into an unexpected role as it conveyed a sense of collective national grief following President Kennedy's assassination. For four days beginning at 1:30 p.m. Eastern time on Friday, November 22, 1963, the country witnessed the aftermath of the assassination of the president. At 2:38 p.m., Vice President



AP Images/Uncredited

Television news provided a sense of collective national experience covering the events that followed the assassination of President Kennedy. On November 25, 1963, an NBC camera records the funeral procession. Network news broadcasts during the events surrounding the Kennedy assassination have been called the finest four days of television news.



Lyndon Johnson was sworn in as president on television.

On Saturday, TV viewers watched the world's diplomats arrive for Kennedy's funeral. On Sunday, viewers watched the first murder ever broadcast live on television, as Jack Ruby killed assassination suspect Lee Harvey Oswald. Then, on Monday, November 25, 1963, came the president's funeral.

As many as nine out of ten television sets were turned on during the marathon events surrounding the president's funeral. The networks canceled all commercials. "Some television employees had slept as little as six hours in three nights," wrote media historian Eric Barnouw. "They went on, almost welcoming the absorption in the task at hand." The network news broadcasts during the events surrounding the Kennedy assassination were called the finest four days of television news. Television had become the nation's "window on the world," wrote Barnouw. "The view it offered seemed to be *the* world. They trusted its validity and completeness."

## *TV News Changes the Nation's Identity*

In the late 1960s and early 1970s, television played a defining role in two very important stories—the war in Vietnam and the Watergate hearings.

### **Vietnam Coverage Exposes Reality**

The longest-running protest program in the nation's history began appearing on television news as anti-Vietnam War marchers showed up on camera daily in the late 1960s. During live coverage of the Chicago Democratic Convention in 1968, demonstrators faced police in a march toward the convention hall. Television covered the resulting violence, which caused injuries to hundreds of protesters and to 21 reporters and photographers.

"When the war in Vietnam began to escalate in 1965," wrote TV critic Jeff Greenfield, "it was the television networks, covering the war with few official restrictions, that brought to American homes pictures of the



Eddie Martinez/Bettmann/CORBIS

On March 29, 1973, news cameras recorded the last U.S. serviceman to leave Vietnam, Army Chief Master Sergeant Max Bielke. Graphic TV coverage of the Vietnam War shook American viewers as no previous war coverage had. It also gave them an appetite for live news coverage—instant information about events as they were happening.

face of war that had never been shown before: not friendly troops welcomed by the populace, but troops setting fire to villages with cigarette lighters; troops cutting off the ears of dead combat foes; allies spending American tax money for personal gain."

Candid reporting from the war itself shook viewers as previous war reporting never had, but it also gave Americans an appetite for news and for live news coverage—instant information about events as they were happening.



Bettmann/Corbis

Through live coverage of the Senate Judiciary Committee's Watergate hearings from May to August 1973, TV viewers got a close look inside the Nixon presidency as committee members examined evidence against the president. Nixon resigned in 1974.

## Watergate Hearings Reveal Politics at Work

In 1973, live television news took another leap with the continuous broadcast of the U.S. Senate's Watergate hearings to investigate allegedly illegal activities of the Republican Committee to Re-elect the President (CREEP). A parade of government witnesses and political appointees fascinated viewers with descriptions of the inner workings of the Nixon presidency.

According to media scholars Christopher Sterling and John Kittross, "Running from May through August 1973, and chaired by North Carolina's crusty Sam Ervin, these hearings were a fascinating live exposition of the political process in America, and were 'must' television watching as a parade of witnesses told—or evaded telling—what they knew of the broad conspiracy to assure the reelection of Nixon and then to cover up the conspiracy itself." For more than a year the political drama continued to unfold on television's nightly news.

Ultimately, the Judiciary Committee of the House of Representatives began a televised debate on whether to impeach the president. For the first time in its history, the nation faced the prospect of seeing a president brought to trial live on national television. On August 8, 1974, President Nixon brought the crisis to an end by announcing his resignation—on television.

## TV News Expands and Contracts

Because viewers were hungry for news and wanted to watch it, local TV news operations expanded—some stations offering as much as two hours of local news plus the national news broadcasts. Throughout the 1970s and 1980s, networks and local news departments expanded. Then came broadcast deregulation in the 1980s. The networks were sold and consolidated, and local stations, many of which had been locally owned, became pieces of larger corporations.

In 1980, Ted Turner founded Cable News Network (CNN), which offered round-the-clock news on cable. CNN established overseas bureaus and the concept that all-news-all-the-time would grab an audience. Audiences responded, and CNN became an alternative to network news, often the first place audiences turned whenever there was a crucial international story that required constant updating.

In general, however, in the 1990s, the American public read fewer newspapers and watched less news on



Scott Peterson/Getty Images

During the Iraq War, the Pentagon embedded more than 600 reporters with American troops. On May 1, 2004, embedded reporter Kevin Sites (left) of NBC and photographer Sung Su Cho of *Time* magazine ride in the back of a U.S. Marines vehicle in Fallujah, Iraq.

television. Network and local TV news audiences declined. News departments began to shrink. Soon, another medium replaced the public's seemingly insatiable need for instant news and information—the Internet.

## Iraq War Produces “Embedded” Reporters

Since the Vietnam War, access to battlefield locations has been a battle between the press' aggressive need-to-know and the military's need-to-keep-secret. In 2003, military press relations took a new turn when the United States declared war on Iraq.

Before the battles began, the U.S. military announced a plan to **embed** more than 600 reporters with American troops. Embedding offered the reporters access to the frontlines but also kept them within the military's control. Still, it was a reversal of past Pentagon policy makers, who often had sought to keep the press far from military operations.

CNN and the major television networks offered non-stop coverage in the early days of the war, and people watched. “A lot of people have been surprised at the access and cooperation we've had in the field,” said Tony

**Embed** A term used to describe the placement of journalists who were allowed to cover the Iraq War on the frontlines, supervised by the U.S. military.



Maddox, senior vice president Europe, Middle East and Africa for CNN International. “It’s produced some remarkable images.”

## Reality Shows and Advertorials Blur the Line

TV reality shows, such as *Undercover Boss*, blur the distinction between what is news and what is re-created drama. These shows use interviews and cover live action in a documentary style that imitates news stories. Reality shows, or docudramas, make it difficult for an audience to distinguish between packaged entertainment and spontaneous events.

Infomercials—programs that pretend to give viewers information but that are really advertisements for the sponsors’ products—also are making it harder to discern what is reporting and what is advertising. The line between news and entertainment on television becomes even trickier when advertisers produce programs that look like news but are really advertisements. Paid advertising supplements in newspapers and magazines—called **advertorials**—also blur the line between news content and advertising. Although these supplements usually are labeled as advertising, they often look similar to the regular news pages.

This merging of news with entertainment and advertising, as well as the entertaining graphics and the light-hearted presentation style of most local TV newscasts, makes it more difficult for viewers and readers to separate fact from fiction, reality from reenactment, and news from advertising. The result may be a decline in the audience’s trust in the news media to deliver accurate information. This makes it important that so-called pseudo-news be properly labeled so it doesn’t mislead the public.

## Internet Transforms News Delivery

The immediacy of the Internet brought several changes to the news business. News became more personalized, and the Internet began to replace broadcast news because it is more immediate. The Internet also changed how journalists work because often they are required to deliver several different types of stories simultaneously for print, broadcast and Internet.

According to the most recent study from the Pew Research Center, Internet news is attracting a large segment of the national audience. At the same time, many people are losing the news habit, according to the study. They pay attention to the news only when



David Sipress The New Yorker Collection/The Cartoon Bank

something important happens, and many watch broadcast news with the remote control nearby to skip uninteresting stories and move on to something they would rather watch. Today, the Internet is a nonstop news and information machine. Half of all U.S. adults now have a mobile connection to the Web through either a smartphone or tablet. (See **Illustration 12.1**, “Top 10 Digital-Only News Sites,” and **Illustration 12.2**, “The Growing Market for Mobile News in the United States,” p. 246.)

Anyone with access to the Internet can choose the sources and subjects to investigate. Yahoo! News, with a significant number of online subscribers, compiles headlines from television and print news outlets—photos and stories from major news organizations—as well as updated headline stories from news magazines like *Time* and *Bloomberg Businessweek*. For specialty information, and for more background, you can visit any corporation’s, association’s or nonprofit organization’s Web site.

You can choose what to look for and also *when* you look. The Internet is available on your schedule—independent of any TV network or local broadcast time schedule. News rotates through CNN Headline News (HLN) on

**Advertorial** Paid advertising supplements in newspapers and magazines that often look similar to the regular news pages.

## IMPACT

## Society

ILLUSTRATION 12.1

**Top 10 Digital-Only News Sites**

The audience for news is swiftly migrating from newspapers and TV to the Internet. Although some of the news sites people visit originate with traditional news organizations (like ABC News and *USA Today*), Internet-only news sites began as online sources and were never part of a traditional news group. Many are drawing audiences away from traditional news sites. According to the Pew Research Center, the top 10 digital-only news sites are:

"Digital News—Audience Fact Sheet,"  
*State of the News Media 2015*, April 29, 2015, journalism.org.

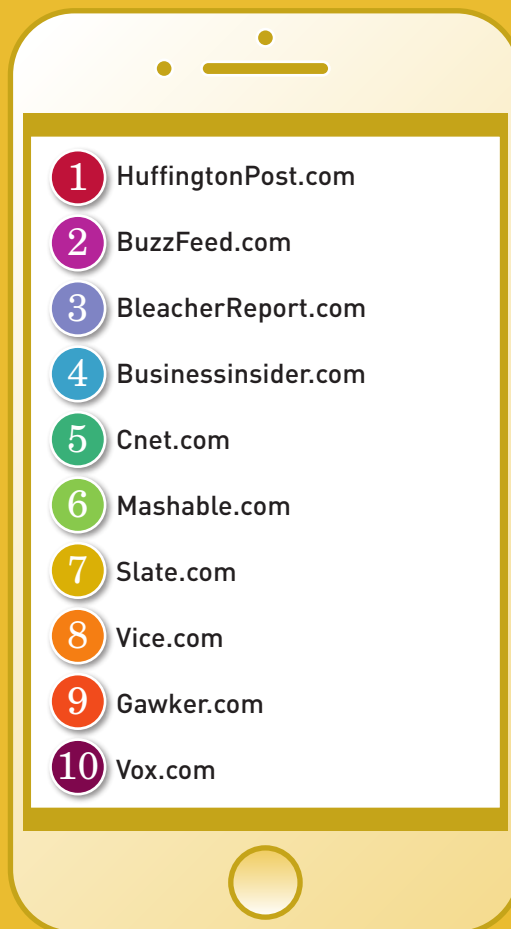
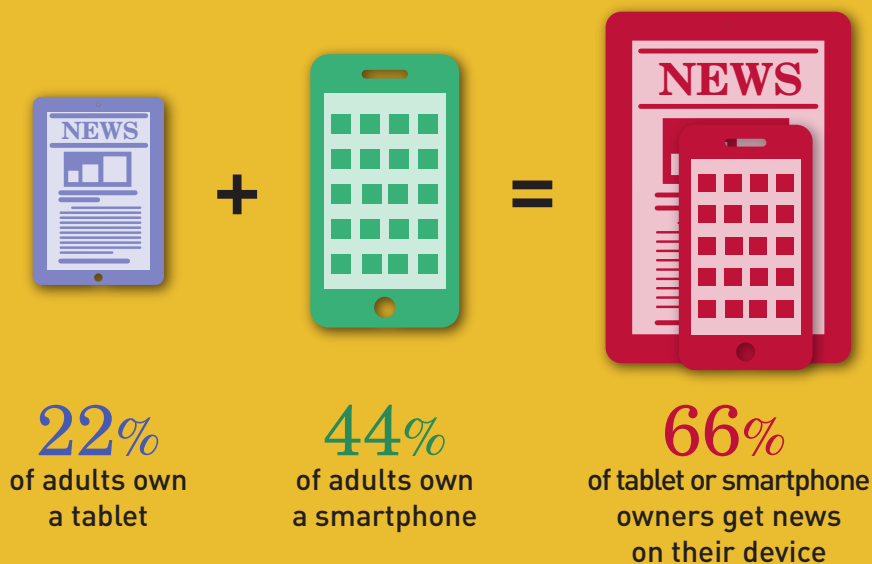


ILLUSTRATION 12.2

**The Growing Market for Mobile News in the United States**

More people get their news on mobile devices (tablets and smartphones) than on their desktop or laptop computers, according to the Pew Research Center, which called this group "the mobile majority."

journalism.org/analysis\_report/  
future-mobile-news





television in short segments, but you can check your computer or your cell phone and find just about anything you want to know—sports scores, the weather, international headlines—whenever you want it, and you control how much time you spend with each story.

The Internet, unlike any other form of news and information delivery, is completely self-directed—targeted to individual needs and not connected to a specific time of day or night. The Internet also is the place where people can get all the news in one location that they previously had to gather from several sources.

Today, one of four Americans lists the Internet as a main source of news (compared to just 15 percent in 2000), and 44 percent say they receive news reports from the Internet at least once a week, according to the Pew Center. At the same time, network evening television news viewership for the major TV networks is stabilizing, while the audience for cable news (such as CNN) is eroding.

Two other important findings of the Pew news analysis were:

- ▶ Large numbers of Americans younger than age 30 turn to the Internet for news, but people of all ages read the news online.
- ▶ Thirty-three percent of people younger than age 30 go online for news every day, but so do 27 percent of people in their 40s and 25 percent of people in their 50s.

### *Information Access Creates a News Evolution*

This evolution in people's news habits has taken more than a century and required several technological innovations. From print to radio to television to the Internet, as each new system of delivery emerged, the old systems still stayed in place. This means that today there's more news available from more news sources, delivered through more systems than ever before.

People can select the types of information they want, when they want it, creating personal news, and the news business is becoming even more competitive and harder to define. Consumers now have many sources—local, national and international plus the enormous variety of resources available on the Internet, including social media sites—where they can look for what they want to know and then immediately share with friends.



Getty Images

News organizations increasingly hire “all-platform journalists”—reporters who shoot video and write articles for the Internet and broadcast simultaneously. Working on a dangerous assignment in Mogadishu, Somalia, multi-platform journalist Abdurkadir Hassan Abdirahman shoots video, wearing a pistol around his neck for protection.

### *Social Media Spread the News*

According to the Pew Research Center, the audience for news has never been stronger, and social networks are beginning to play a growing role in the news landscape, connecting audiences to the current events through social media. The report cited several trends that affect how people get their news today, including

1. Half of Facebook users get news on the site even though they did not go there looking for news. And the Facebook users who get news at the highest rates are 18- to 29-year-olds.
2. Half the people who watch online videos watch news videos, and young users constitute the greatest portion of these viewers.
3. Half of social network users share or repost news stories, while nearly as many discuss news issues or events on social network sites.
4. Roughly one in ten social network users has posted news videos that the user took.
5. Eleven percent of all online news consumers have submitted their own content (including videos, photos, articles or opinion pieces) to news Web sites or blogs.
6. On social sites and even many of the new digital-only sites, news is mixed in with all other kinds of content—people bump into news when they are doing other things.



Reuters/Eric Thayer

Ignoring the sign, journalists gather around a newsmaker. Agenda-setting often occurs when a group of journalists, reporting the same story, present a similar view of events.

## Journalists at Work

The audience for news is rapidly shifting (away from print news sources, such as newspapers and magazines, and toward video delivery sources, such as TV and Internet sites). With so many sources of news available, the audience for news is becoming further segmented into smaller shares.

In a practical sense, this means lower revenues for each news media organization, and advertising rates that are based on audience size. Fewer readers, listeners or viewers means less money to hire people to write and report the news. This has led to the need for a new kind of versatile reporter—one who can produce all types of news stories—the “*all-platform journalist*.”

These reporters must be able to write the story and take photographs as well as produce video. In 2008, CNN began assigning “digital journalists” to ten cities in the United States to report local stories. These journalists report live, using laptops and cell phone cameras. “We are harnessing technology that enables us to be anywhere and be live from anywhere,” said Nancy Lane, senior vice president for newsgathering for CNN/U.S. “It completely changes how we can report.”

“Today, as they confront new competition on the Web, television networks are increasingly embracing portable—and inexpensive—methods of production,” reports *The New York Times*. “A new breed of reporter, sometimes called a ‘one-man band,’ has become the new norm. Though the style of reporting has existed for years, it is being adopted more widely as these reporters act as their own producer, cameraman and editor, and sometimes even transmit live video.”

## Journalists Channel the Public’s Attention

News organizations often are criticized for presenting a consistently shared view of the news. Often news values are shaped by the way news organizations are structured and the routines they follow. The press in America, in general, doesn’t tell people what to think but does tell people what and whom to think *about*. This is called *agenda-setting*. Agenda-setting works in two ways: the flow of information from one news organization to another and the flow of information from news organizations to their audiences.

In agenda-setting, the stories that appear in the nation’s widely circulated print media provide ideas to the other media. For example, a widely circulated print media outlet, such

as *The New York Times*, can identify specific stories as important by giving them in-depth attention, and this may set the news agenda on specific national issues for other news organizations to follow.

Another type of agenda-setting occurs when a group of journalists, reporting the same story individually, presents a similar picture of the event, rather than differing interpretations of the event. This is called *consensus journalism*.

The emergence of the Internet as a news source means that people now have more places to look for news—even overseas—which means more viewpoints on stories are available. This puts a bigger burden on the news consumer to seek out and verify the most reliable sources of information, as a way to gain a wider perspective on each day’s events.

## How the Public Perceives the Press

It has not been shown in any comprehensive study of news gathering that journalists with liberal or conservative values insert their personal ideology directly into

**All-Platform Journalists** Broadcast journalists who act as their own producer, cameraperson and editor, and sometimes even transmit live video.

**Agenda-Setting** The belief that journalists don’t tell you *what* to think but do tell you *what and whom* to think about.

**Consensus Journalism** The tendency among many journalists covering the same event to report similar conclusions about the event.



their reporting or that the audience unquestioningly accepts one point of view.

But the assumption that journalists' personal beliefs directly influence their professional performance is common. Although the job of columnists and editorial writers is to present a certain point of view, the majority of journalists view themselves as detached observers of events. According to media scholar Herbert J. Gans:

Journalists, like everyone else, have values, [and] the two that matter most in the newsroom are getting the story and getting it better and faster than their prime competitors—both among their colleagues and at rival news media. Personal political beliefs are left at home, not only because journalists are trained to be objective and detached, but also because their credibility and their paychecks depend on their remaining detached.

Some press critics, in fact, argue that journalists most often present establishment viewpoints and are unlikely to challenge prevailing political and social values. The pressure to come up with instant analyses of news events also may lead to conformity in reporting—an unwillingness to think independently.

### *Credibility Draws the Audience*

Overall, the growing trust in Internet news sources and their expanding popularity as information sources may be connected. As Internet news sources gain credibility, the news audience will follow, and the audience is global. Credibility, of course, is the basis of all good journalism.



*"But the weather looks great for the rest of the week."*

Frank Cotham The New Yorker Collection/The Cartoon Bank

This is a familiar pattern: In the nation's news history, newspaper readers added radio and newsreels, and then moved to television for news. Today's news audiences still have access to traditional news sources, but they've expanded their search for news and information to the Internet. The Internet combines all the news sources anyone could want in one place on the news consumer's own timetable, a trend that has been called a "digital tide."

## REVIEW, ANALYZE, INVESTIGATE

### CHAPTER 12

#### **Early News Organizations Cooperate to Gather News**

- The nation's first consecutively issued newspaper (published more than once) was the *Boston News-Letter*, which appeared in 1704.
- The invention of the telegraph in 1844 meant news that once took weeks to reach publication could be transmitted in minutes.
- In 1848, six newspapers in New York City formed the New York Associated Press, the first cooperative news-gathering association.

- Today, most American newspapers and broadcast news operations subscribe to at least one news service, such as Associated Press (AP).
- Some U.S. newspaper organizations also run their own news services, which allow subscribers to publish each other's stories for a fee.

#### **Civil War Brings Accreditation and Photojournalism**

- In 1861, during the Civil War, President Lincoln introduced the practice of accreditation for journalists.

- During the Civil War, Mathew Brady introduced the concept of photojournalism—using images to help capture a story.

### Tabloid News Takes Over

- The competition for newspaper readers spawned yellow journalism—stories about grisly crimes and illicit sex, often accompanied by large, startling photographs.
- In the 1930s, newspapers began to share the audience for news with radio.

### Newsreels Bring Distant Events to American Moviegoers

- Produced by companies including British Pathé (from 1900 until 1970) and Fox Movietone News (between 1919 and 1960), newsreels were shown in movie theaters to audiences hungry for the pictures that radio couldn't provide. Audiences also watched news features such as *March of Time*.
- Newsreel footage usually took a week or more from the time it was shot to when audiences saw it.

### Newspapers and Radio Personalize World War II

- In the 1930s, people began to turn to radio for instant news headlines and information.
- In the 1930s and 1940s, most radio stations maintained their own news departments until the advent of format radio.
- Journalist Ernie Pyle gave World War II the human touch because he wrote stories about the soldiers' lives, not troop movements.
- Very few radio stations today maintain full-time news departments, and radio stations with news formats tend to be concentrated in the nation's big cities.

### TV News Enters Its Golden Age

- What has been called the Golden Age of Television News was the decade that began in 1961, with President John F. Kennedy's inauguration.
- In 1962, in what was called the Cuban missile crisis, President Kennedy used live television to deliver his ultimatum to Soviet leader Nikita Khrushchev, urging him to stop sending ships to Cuba to help build missile sites. Faced with this ultimatum, the Soviet Union turned its ships around.
- Television became a window on the world with its coverage of events in the days following the assassination of President Kennedy.

### TV News Changes the Nation's Identity

- Coverage of the war in Vietnam gave Americans an appetite for live television news.
- The Watergate hearings showed viewers the inner workings of national politics.

### TV News Expands and Contracts

- Ted Turner founded CNN in 1980, offering round-the-clock news on cable.
- The 1980s brought broadcast deregulation and consolidation of the TV networks.
- In the 1990s, in general, the American public read fewer newspapers and watched less news on television.

### Iraq War Produces “Embedded” Reporters

- Before the war in Iraq began in 2003, the U.S. military announced a plan to embed more than 600 reporters with American troops.
- Embedding offered the reporters access to the frontlines but also kept them within the military's control.

### Reality Shows and Advertorials Blur the Line

- Reality TV shows tend to blur the line between entertainment and news.
- TV infomercials and advertising supplements called “advertorials” in newspapers and magazines make it harder for readers to differentiate between news content and advertising.
- The merging of news with entertainment and advertising makes it more difficult for viewers to separate facts from fiction.

### Internet Transforms News Delivery

- The Internet, unlike any other form of news and information delivery, is completely self-directed news and information—targeted to individual needs.
- A recent American Press Institute/Associated Press study revealed that young adults consume some news online regularly.
- Today, one in four Americans lists the Internet as a main source of news.

### Information Access Creates a News Evolution

- The immediacy of news on the Internet means people can personalize the news.
- Half of all U.S. adults now have a mobile connection to the Web through either a smartphone or tablet.

### Social Media Spread the News

- Social media connect audiences to news sources.
- Half of Facebook users get news on the site even though they did not go there looking for news.
- Facebook users who get news at the highest rates are 18- to 29-year-olds.
- Half the people who watch online videos watch news videos.
- Half of social network users share or repost news stories.
- Roughly one in ten social network users has posted news videos that the user took.
- Eleven percent of all online news consumers have submitted their own content to news sites or blogs.
- People bump into news when they are doing other things.



### Journalists at Work

- The audience for news is shifting and in some cases—especially print—is declining.
- With so many sources of news available, news organizations must each be satisfied with a smaller piece of the audience.
- Smaller audiences mean lower revenues for media with advertising rates based on audience share.
- In today's media business, many reporters must work as “all-platform journalists.”

### Journalists Channel the Public's Attention

- The press in America doesn't tell you what to think. It does tell you what and whom to think about. This is called agenda-setting.
- Consensus journalism occurs when a group of journalists, reporting the same story individually, presents

a similar picture of the event rather than differing interpretations.

### How the Public Perceives the Press

- It has not been shown in any comprehensive study of news gathering that journalists with liberal or conservative values insert their personal ideology directly into their reporting.
- Some press critics argue that journalists most often present establishment viewpoints and are unlikely to challenge prevailing political and social values.

### Credibility Draws the Audience

- The growing trust in Internet news sources may be related to the Internet's increasing popularity as a source of news.
- If Internet news can maintain its believability, the majority of the news audience may gravitate to the Internet.

## 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.

Accreditation **238**

Advertorial **245**

Agenda-Setting **248**

All-Platform Journalists **248**

Consensus Journalism **248**

Cooperative News  
Gathering **238**

Embed **244**

Photojournalism **239**

## Critical Questions

1. List two specific ways in which news coverage changed during the Civil War.
2. List and explain three ways the Internet has changed consumers' news habits.
3. How have changes in the way news is delivered affected how journalists do their jobs?
4. Discuss three news trends that have emerged from people's use of social media.
5. What is the relationship between mobile media and news delivery? Explain.

## Working the Web

This list includes sites mentioned in the chapter and others to give you greater insight into professional news media organizations.

### Association for Education in Journalism and Mass Communication (AEJMC)

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

Founded in 1912 by Willard Grosvenor Bleyer and formerly known as the American Association of Teachers of Journalism, AEJMC is a nonprofit organization comprised of more than 3,700 educators, students and media professionals around the world. It is the oldest and largest alliance of

journalism and mass communication administrators at the collegiate level. AEJMC works to encourage high curriculum standards in the classroom as well as in the selection of research subjects and methods.

### American Journalism Historians Association (AJHA)

[ajha.wildapricot.org](http://ajha.wildapricot.org)

Established in 1981, AJHA, through its annual convention, regional meetings, committees, publications, speakers and awards, works to emphasize the importance of journalism history “and apply this knowledge to the advancement of society.”

### **American Society of Journalists and Authors (ASJA)**

*asja.org*

Founded in 1948, ASJA is the nation's professional organization for independent nonfiction writers. The association has more than 1,100 members who are freelance writers of articles, trade books and various other forms of nonfiction. ASJA ensures all of its members maintain high ethical standards and supports the right for freelancers to control the publication and financial profitability of their works.

### **Center for Investigative Reporting (CIR)**

*revealnews.org*

CIR was founded in 1977 with a focus on consistently shining "a bright light on injustice and protect[ing] the most vulnerable in our society." CIR is based in San Francisco and its Reveal Web site houses investigative print stories as well as television and radio programming and podcasts.

### **Committee to Protect Journalists (CPJ)**

*cpj.org*

CPJ works to ensure the "free flow of news and commentary by taking action wherever journalists are attacked, imprisoned, killed, kidnapped, threatened, censored or harassed." The CPJ site has resources journalists worldwide can access for emergency assistance for themselves and their families; a listing of journalists who have been killed annually and since 1992; streaming audio and video news and analysis of instances in which journalists have faced or are currently facing dangerous circumstances throughout the world; and listings of CPJ's advocacy campaigns, scholarships and public support programs.

### **Cyberjournalist.net**

*cyberjournalist.net*

This news and resource site was established and is maintained by former digital media executive Jonathon Dube. Cyberjournalist.net focuses on how the convergence of traditional and contemporary technologies is changing the methods and practices of the news media. Included on the site are sections on the Future of Media, Innovation and Social Media.

### **Fox Movietone News**

*foxnews.com/on-air/movietone-news/index.html*

This site houses an archive of the Fox Movietone News reels that ran in movie theaters from 1927 to 1963. Movietone video clips on topics such as sports, Hollywood, World War II and a variety of important historical events are available on the site.

### **Investigative Reporters and Editors (IRE)**

*ire.org*

This organization, dedicated to improving the quality of investigative reporting, provides educational services to

reporters and editors and works to maintain high professional investigative journalism standards. The site features news and publications with examples of investigative reporting and suggested story ideas, information on conferences and workshops hosted by IRE, and job and resource centers for members as well as a link to the National Institute for Computer-Assisted Reporting (NICAR) and DocumentCloud.

### **National Association of Black Journalists (NABJ)**

*nabj.org*

Celebrating 40 years as the organization promoting the interests of African American media professionals, educators and students throughout the U.S., NABJ offers online access to and information on task forces maintained by the association regarding digital journalists and visual, sports, print and broadcast journalism. Additional resources include online versions of the association's monthly publication, the *NABJ Journal*, as well as the *NABJ Style Guide* and Career Center.

### **National Association of Hispanic Journalists (NAHJ)**

*nahj.org*

NAHJ is the largest Latino media professional organization in the U.S. Established in 1984, NAHJ's mission "is to increase the number of Latinos in the newsrooms" and to work toward "fair and accurate representation of Latinos in news media." The site includes information on NAHJ conferences as well as the association's scholarships and awards.

### **National Lesbian and Gay Journalists Association (NLGJA), also known as the Association of Lesbian, Gay, Bisexual and Transgender (LGBT) Journalists**

*nlgja.org*

Founded in 1990 by Roy Aarons, NLGJA is an organization of "journalists, media professionals, educators and students working from within the news industry to foster fair and accurate coverage of LGBT issues." The NLGJA site provides information about professional development for its members; local NLGJA chapters, at-large chapters and student chapters; the LGBT Stylebook and Journalists Toolbox; the Rapid Response Task Force; and Connect—the association's student training project.

### **Native American Journalists Association (NAJA)**

*naja.com*

NAJA is the media professional organization that represents Native American journalists through "programs and actions designed to enrich journalism and promote Native cultures." Recognizing Native Americans as "distinct peoples based on tradition and culture," NAJA is committed to increasing the representation of Native journalists in mainstream media. The site contains information on the association's annual

conference, scholarships and awards, as well as resources regarding “Mascots and Media,” the Native Health News Alliance and the NAJA legal hotline.

### Online News Association (ONA)

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

ONA's more than 2,200 members are producers, content editors, news directors, reporters, bloggers, technologists, designers and academics “who are creating and refining the online medium at breakneck speed.” ONA offers webinars and in-person workshops with and for those who produce news for all of the current media digital delivery systems and platforms. In addition, ONA offers a variety of awards, fellowships, grants and scholarships.

### Pew Research Center: Journalism and Media

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

This nonpartisan research organization within the Pew Research Center think tank uses empirical methods to evaluate and study the performance of the press. Its goal is to help journalists and consumers develop a better understanding of what the press is delivering. Features of the site include Journalism Resources—with links to organizations, schools and career information and the Pew Research database—and the project's annual report, *State of the News Media*.

### Pew Research Center: U.S. Politics and Policy

[people-press.org](http://people-press.org)

An independent, nonpartisan public policy analysis organization within the Pew Research Center think tank, the Pew Research Center for U.S. Politics and Policy studies attitudes toward the press, politics and public policy issues. The organization's site has Survey Reports by the Center on a variety of current media issues and demographics as well as findings of polls sponsored by various media organizations.

### Poynter Institute

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

Founded in 1975 by *St. Petersburg Times* publisher Norman Poynter and formerly known as the Modern Media Institute,

the Poynter Institute is a unique school where former and current journalists from around the world come to explore best practices and work to improve their skills as members of the “21st Century media.” The Poynter Institute is housed near the University of South Florida, St. Petersburg campus and maintains its controlling ownership interest in the *Tampa Bay Times*, Florida's largest daily newspaper.

### Talking Points Memo (TPM)

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

The flagship blog of TPM Media, LLC, Talking Points Memo is a digital U.S. news and politics publication with an obvious and unapologetic liberal perspective. Founded by Josh Marshall, now the TPM editor and publisher, Talking Points is based in New York City and maintains a bureau office in Washington, D.C.

### UNITY: Journalists for Diversity

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

This alliance of four national associations—Asian American Journalists Association, National Association of Black Journalists, National Association of Hispanic Journalists and the Native American Journalists Association—advocates news coverage about people of color and challenges organizations at all levels to reflect the nation's diversity. Its goals include raising awareness and participation of the media industry in understanding diverse cultures, increasing and broadening news coverage focused on people of color and dispelling racial and ethnic stereotypes and myths.

### Vanderbilt Television News Archive

[tvnews.vanderbilt.edu](http://tvnews.vanderbilt.edu)

“The world's most extensive and complete archive of television news” holds network evening news broadcasts from ABC, CBS and NBC from 1968 to the present, as well as an hour of daily news programs from CNN (beginning in 1995) and Fox News (beginning in 2004). DVD duplications of entire broadcasts as well as compilation videotapes of individual news stories may be borrowed for a fee.



**Impact/Action Videos** are concise news features on various topics created exclusively for *Media/Impact*. Find them in *Media/Impact*'s MindTap at [cengagebrain.com](http://cengagebrain.com).

**MindTap**® Log on to MindTap for *Media/Impact*

to access a variety of additional material—including learning objectives, chapter readings with highlighting and note-taking, **Impact/Action Videos**, activities, and comprehension quizzes—that will guide you through this chapter.





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