A student guide to journalism and the newspaper business
### Key Newspaper Terms

**Flag**
The newspaper's name (also called a nameplate) on page one.

**Ear**
The space in the upper right or left corner of the front page.

**Mugshot**
A small photograph of a person's face, often a file photo.

**Headline**
(Also hed) A large-type summary at the top of a story.

**Cutline**
The identification and/or explanation of a photograph.

**Rule**
A straight line on a page.

**Byline**
The name of the person who wrote the article.

**Index**
A list of sections and features and their page numbers.

### Glossary

**Box**
A sidebar or a design feature contained within four perpendicular rules.

**Broadsheet**
A full-sized newspaper page, usually around 21-23 inches high x 12 – 14 inches wide.

**Budget**
The articles proposed to fill that day's news hole.

**Circulation**
The number of newspapers sold or distributed; the newspaper department responsible for selling and delivering newspapers.

**Classified ads**
An (inexpensive) ad offering or seeking merchandise or services such as automobiles, housing, or jobs.

**Copy**
Words in a newspaper.

**Copy desk**
The editors who check for accuracy, style, grammar, etc., and write headlines and cutlines.

**Dateline**
Where (and sometimes when) a picture or story originated.

**Display ads**
Ads including both copy and graphics, designed to attract readers' attention. Unlike classified ads, they are placed throughout the newspaper.

**Editorial**
An essay that gives the newspaper's official position on an issue, which regularly appears on an "editorial page" that is separate from the news pages.

**Feature**
An article or item that is not news: comics, advice columns, art, theater reviews, human interest stories, etc.

**Graphics**
Charts, graphs, or other illustrations that enhance the look or aid in understanding a newspaper story or article.

**Half-tone**
Pictures made up of dots of different sizes.

**Layout**
To design and arrange the elements of a page.

**Letters to the Editor**
Usually appearing on the editorial page, the letters provide readers with the means to respond to what they read in the newspaper.

**News hole**
The space for which news and features are budgeted after ads are inserted, or laid out.

**Offset press**
A printing press in which a plate makes impressions on a rubberized blanket, which transfers the image to newspaper.

**Opinion pages**
That section of a newspaper that presents columns by writers who can be syndicated, regular contributors, one-time contributors, or newspaper staff members; also called the "op-ed" pages (for "opposite the editorial" page)

**paginate**
To design or lay out pages on a computer.

**Political cartoon**
A cartoon that uses satire or caricature to comment on current events or issues (also known as an editorial cartoon).

**Rim editor**
One of the copy editors who does the first reading of final copy.

**Rule**
A straight line in newspaper design, usually described by width (e.g., a one-point rule).

**Slot editor**
The senior copy editor who does the final reading or review of copy.

**Syndicate**
As a noun, an agency or service that provides articles, photographs or features simultaneously to multiple publications; as a verb, to do so.

**TabPage**
A straight line in newspaper design, usually described by width (e.g., a one-point rule).

**Supplement**
A printed page or section, separate from the daily newspaper, that is published only occasionally.

**Table**
A newspaper half the size of a broadsheet.

**Thumbnail**
Smaller version of mugshot.

**Web press**
An offset press that prints simultaneously on both sides of a roll of newspaper.

**Wire Service**
An agency that collects and electronically syndicates (distributes) news and photographs to newspapers for a fee.
The value of newspapers

What if you had to deliver a major report every day in your class. Your presentation has to be in writing, accurate, well organized and visually appealing for your teacher and classmates.

What a huge job!

AN "A+" EVERY DAY

For sure, many of you are interested in the world around you. You want to know how well the country is being run and how your local government officials are doing.

To stay current, you could read the Congressional Record - the complete and official proceedings of the U.S. Congress. You would also want to study the annual budget presented to Congress by the Executive Branch. You would also want to talk to a lot of people so you could understand what people are thinking. Do you think you could stay knowledgeable in this way and still have enough time for school work, activities, family and friends?

One person can’t keep up all by himself. That’s where newspapers come in. They provide a service by employing journalists who conduct research and then report, write and edit so that it is clear, concise, accurate and interesting.

When you see how much coordinated effort is required to publish a daily newspaper, we think you will appreciate what men and women at newspapers go through. If they were reporting every day to their teachers, we think they would earn an A+.

After you learn from reading A Daily Miracle, perhaps you will find some aspect of newspaper and “new media” work interesting as a career. Take a moment to give this some thought. It’s exciting to be part of today’s world of communications.

THE NEED TO COMMUNICATE

People have always felt the need to communicate and to record the events of their lives, whether by cave drawings, clay tablets, hieroglyphics – or today’s newspapers.

On the American continent, Benjamin Harris published the first newspaper in 1690. Publick Occurrences was four pages long, with two columns on each page. But it didn’t last long. The colonial government shut it down after the first issue. Fourteen years later, in 1704, Boston postmaster John Campbell published the Boston News-Letter on a single page printed front and back. Campbell’s weekly publication lived longer than Publick Occurrences – until 1776. By the end of the Revolutionary War, the colonies had 43 newspapers in print.

Look at a copy of your local newspaper. It’s clear to see that newspapers have come a long way in the last 250 to 300 years. Newspapers were the dominant source of news until sometime after the emergence of television in the middle of the 20th century.

Now the Internet – the “new media” – provides a huge and varied amount of news content 24 hours a day. The newspaper industry at first puzzled over what to do about news being delivered over the Internet, and then embraced it. Newspapers are now expanding into the digital world and becoming “information companies.”

Many newspapers use the Internet and streaming video to distribute their news content while maintaining the newspaper as the core product.

WHAT IS NEWS?

To answer, “What is news?” you have to know about the needs and interests of your audience. Did your younger sister lose a tooth today? Most newspaper readers couldn’t care less. Imagine opening up your daily newspaper and reading:

Seven-year-old girl loses another tooth

“Susie Smith lost her right front tooth today,” according to Charlie Smith, her 14-year-old brother. “It was really bloody,” said Charlie.

Susie explained that she will put the tooth under her pillow tonight. “I hope the tooth fairy brings me a dollar,” she said. “This is the fourth one I’ve lost.”

This news may be of interest to you, your parents, a few of your sister’s friends, and her dentist – but no one else.

Consider some other examples:

The story about a National Guard unit being called to active duty will be a top story in the community affected, but would not be covered in the same manner, if at all, in a national newspaper.

If the production assistant to filmmaker George Lucas is thrown from her horse and breaks her leg, it is not news. But if it happens to George Lucas, it is definitely Hollywood news and may show up as a short item in general interest newspapers nationwide.

John Bogart, an editor of the New York Sun in the late 19th century, has said, famously: “When a dog bites a man, that is not news because it happens so often. But if a man bites a dog, it’s news.”

Most media try to present a mix of “hard” news and “soft” news. “Hard news events,” write Bruce Itule and Douglas Anderson in News Writing and Reporting, “such as killings, city council meetings and speeches by leading government officials, are timely and are reported almost automatically by the media. Soft news events, such as a lunch to honor a retiring school custodian or a car wash by fourth-graders to raise money for a classmate with cancer, are not usually considered immediately important or timely to a wide audience. These events still contain elements of news, however, and the media often report them.”

Chronology: A brief history of mass communications

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>2,000 BC</td>
<td>Cuneiform writing develops in Sumeria; hieroglyphics in Egypt</td>
</tr>
<tr>
<td>7500 BC</td>
<td>Cave drawings in South Africa</td>
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<tr>
<td>3500 BC</td>
<td>Pictographs in Sumeria</td>
</tr>
<tr>
<td>3000 BC</td>
<td>Introduction of papyrus</td>
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<tr>
<td>2900 BC</td>
<td>Roman Julius Ceasar orders Acta Diurna to be posted daily</td>
</tr>
<tr>
<td>1450</td>
<td>Gutenberg introduces printing press with moveable type</td>
</tr>
<tr>
<td>1400</td>
<td>First newspaper published in Fabriano Italy</td>
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<tr>
<td>1276</td>
<td>First newspaper in China</td>
</tr>
<tr>
<td>1234</td>
<td>Koreans use moveable type to print books</td>
</tr>
<tr>
<td>1474</td>
<td>In Bruges, Belgium, William Caxton prints and publishes the first English language book</td>
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Responsibility and Integrity

Great traditions are established with difficulty and only maintained with constant vigilance. Journalism in America is no different. "Freedom of the Press" is a First Amendment right of American citizens. The responsibility of the press as an institution must not be taken for granted.

FREEDOM OF THE PRESS

How important are newspapers and other media to this country? Look at the U.S. Constitution. There is only one business mentioned. That is the "press."

The First Amendment reads: "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof, or abridging the freedom of speech, or of the press, or the right of the people peaceably to assemble, and to petition the government for a redress of grievances."

The Founding Fathers knew that there could be no freedom if the government was allowed to control information.

Freedom of the press does not mean that journalists can break laws that apply to everybody else. For example, a journalist can’t go onto someone’s private property to conduct an interview without permission, and a journalist who reports falsely and harms someone’s reputation may be sued for libel.

PACK JOURNALISM

Americans are losing confidence in their traditional sources of news—whether print or broadcast. Those having strong confidence in newspapers have declined from 37% to 28% since 2000, according to an annual Gallup survey on public confidence in major institutions. The confidence level for television news was also at 28%.

This diminishing confidence in the media is partly due to what is referred to as "pack" journalism. You all know that it is easy to follow the crowd—in this case, the "pack." Everybody wants to be liked and have friends. It’s no different among journalists. It’s more comfortable to play follow-the-leader; it also means less work.

However, citizens are poorly served when a dominant news operation first defines the meaning of an event and other reporters just fall in line.

Good editors and reporters work hard. They look beyond the surface. Is there a story behind the apparent story? Is someone trying to manipulate information in their self-interest? Who’s lying? Who’s telling the truth? What’s the evidence?

A bold, enterprising reporter can attract slings and arrows. But if a newspaper is not willing to pursue the facts wherever they lead, think independently and report what is learned, then why even be here?

Newspapers, reporters and editors are serious about the public responsibility involved in reporting and interpreting the news. For this reason, in the nation and worldwide, newspapers provide students and all other citizens who wish to be well-informed with a leading, respected voice to the media consensus that is often formed by pack journalism.

BIAS IN THE MEDIA

A journalist is a person just like you, with his or her own unique experiences and background. How can journalists report the news objectively?

Editors often assign reporters to cover a story, and sometimes say what angle they want covered. How can editors keep their personal viewpoints from slanting news coverage?

If a newspaper has a point of view, does this mean that its news coverage is biased? What kinds of points of views could a newspaper have? Newspaper are constantly making choices about what stories to cover, and where to place them in the paper?

We all have biases based on our life’s circumstances. Just as there is no such thing as a completely “unbiased” person, an “unbiased” newspaper or news broadcast may be a noble ideal, but in reality, it is a fiction.

This being said, it is critically important that reporters do their best to keep their biases out of their news coverage. Otherwise the reporter and news organization will damage themselves and the people they are covering.

One important way to report fairly is to include opposing points of view. Good reporters and editors do so as a routine matter of journalistic principle.

Approximately one-fourth of the editors of more than 150 daily newspapers in the U.S. listed fairness and objectivity as the most pressing ethical issues facing journalists today.

AN EXAMPLE OF NEWS JUDGMENT

The decision about what photographs to take and which ones to publish doesn’t happen by accident. It requires news judgments.

Someone assigns a photographer. The photographer decides when to take pictures and what to include—whether to include protesters waving signs, for instance, or to zoom in on the speaker’s face. Here, ethical questions can arise.

If the photographer takes a tight shot of the speaker’s face to capture the speaker’s expression, this may be good news judgment. But if demonstrators are not included because the photographer or editor wants to help the candidate, this is bad journalism intended to manipulate the reader.

What if the photographer includes the protesters because he agrees with them, even if there are only 20 noisy, placard-waving demonstrators at a political speech as compared to 3,000 people there who support a candidate?

Let’s say even that the demonstrators were strongly encouraged to appear at the political rally by their employers, and that they were paid for their time off from work. Then, is that the most important story?

There are always choices. Decisions made moment-to-moment are often dictated by a newspaper’s resources and the pressure of deadlines.

BUSINESS CONGLOMERATES AND THE NEWS

Former TV anchorman Dan Rather said at a speech at Fordham University that the business conglomerates that own the broadcast networks are damaging to the practice of good journalism.

He decried a "new journalism order" where news executives and editors can lose their jobs if they fail to deliver profits to shareholders and get on the wrong side of powerful political interests. He said this leads to fear in the newsroom.

This "New Journalism Order" is not confined to broadcast corporations. "The media are spiraling toward a concentration of ownership in fewer and fewer large corporations," writes Melvin Mencher in News Reporting and Writing.

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<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1500</td>
<td>The first newspaper in Europe, the Gazzetta, is published in Venice.</td>
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<tr>
<td>1536</td>
<td>The first newspaper in the world is published in Florence.</td>
</tr>
<tr>
<td>1539</td>
<td>Juan Pablos introduces printing to Mexico and the New World.</td>
</tr>
<tr>
<td>1605</td>
<td>The Daily Courant, the first daily newspaper in the English language, is published in England.</td>
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Responsibility and Integrity

HOW MEDIA DIFFER

Some say the evolution of television and the Internet spells the end of printed news. What do you think?

Each distribution channel for news has its strengths and weaknesses. As a print medium, newspapers focus on the readability of the news and information while television and cable are providing their “product” through an audio-visual medium. The cost of a print journalist covering a story is less than that of TV, which needs additional personnel such as a cameraman.

Radio and television newscasters often rely on newspapers and the wire services (Associated Press, UPI, Reuters, Agence France Presse) for their information. Notice how frequently broadcasters refer to articles in that day’s newspaper.

Television has a one-size-fits-all approach to the news, and delivers it at a modest intellectual level, often, with strong visual impact.

Information over the Internet is delivered more quickly than by newspapers. Internet viewers can choose what news they want and how deeply they want to go into a subject. They can interact online with people who have the same interests.

However, credibility on the Internet can be an issue. An article in a newspaper is edited by two or three people, who check accuracy, grammar, consistency in style, and readability. "Bloggers" range from reputable writers with reasoned and documented arguments to people writing with total disregard for facts.

"The Roman Empire that was mass media is breaking up," says Orville Schell, dean of the University of California at Berkeley's journalism school, "and we are entering an almost-feudal period where there will be many more centers of power and influence." (Business Week, January 17, 2005)

What is newsworthy?


1. Timeliness – events that are immediate
2. Impact – events that are likely to affect many people
3. Prominence – events involving well-known people or institutions
4. Proximity – events geographically or emotionally close to people
5. Conflict – strife, antagonism, warfare, challenges
6. The Unusual – things that are truly different, bizarre, strange, wondrous
7. Currency – an idea whose time has come
8. Necessity – the journalist has discovered something he or she feels is necessary to disclose

"These eight news values do not exist in a vacuum," Mencher writes. "Their application depends on those who are deciding what is news, where the event and the news medium is located, the tradition of the newspaper or station, its audience and a host of other factors."

The photographer decides when to take pictures and what to include – whether to include a young supporter yawning, for instance, or to zoom in on the speaker’s face. Here, ethical questions can arise for the photographer and editors.

Seven-year-old Dean supporter Samuel Wood of Fort Dodge, Iowa yawns as Democratic presidential hopeful Howard Dean speaks at a pancake breakfast in Fort Dodge to rally support leading up to the Iowa caucuses Thursday, January 15, 2004.
Who works at a newspaper?

There are many important jobs in the business and editorial operations of a newspaper company. A career in the newspaper business is very interesting, whether in editorial, production, circulation, advertising, sales, marketing, computer services, or accounting.

In editorial operations, reporters and editors become critical thinkers and well-informed, good listeners who can organize their thoughts and communicate information quickly and clearly in writing. Photographers, illustrators and other graphic artists get to use their imaginations and have the satisfaction of seeing their work enjoyed by hundreds of thousands of people each day.

There are so many different kinds of jobs on the business side of a newspaper. One thing is for sure: Life at a daily newspaper is lively, and no two days are ever the same.

STAFF

Most people assume that if you work for a newspaper you are an editor, reporter, or photographer. Yet these aren’t the only jobs.

Reporters are the heart of a newspaper. Editors plan the coverage, provide assignments, supervise, and have ultimate responsibility for the work of the reporters.

Some small weeklies might have three people collectively filling the roles of editor, reporter, photographer, layout artist, printer, ad salesman, and accountant. On the other hand, some large dailies have so many editors that even some newsroom reporters aren’t sure what they all do.

There are other jobs at a newspaper. For example, windows and doors need cleaning and polishing. The parking lots require snow removal in the winter and the building needs trash removal every day. Hundreds more provide the services necessary to run the buildings and other facilities on a newspaper campus.

EXECUTIVE MANAGEMENT

There’s a distinction among newspaper executives between the owners (shareholders), the president, the publisher, the general manager and the top editor. The ownership of a newspaper is ultimately responsible for the company’s well-being.

When The Washington Star began losing money, the owners decided to close the doors. When the Gannett Corporation launched USA Today in 1982 as a national newspaper, this was a decision of the owners. Likewise, staff cuts announced by the New York Times in 2005 were a decision ultimately made at the ownership level.

Owners of medium-sized and large newspapers typically delegate responsibility to the president or publisher. The person at the top of some newspapers has both titles; at others, he or she has one title or the other.

The president or publisher implements the guiding concept and direction for the newspaper enterprise and is responsible for all aspects of the entire operation. As the owner’s representative, the publisher decides what kinds of readers the newspaper will “target.” For example, there are general interest newspapers, business papers, and sports papers. There are also papers for a particular ethnic group, such as Hispanic, Afro-American, Korean or Chinese, and there are papers for suburban audience. The publisher also decides whether a newspaper will be a daily, or a weekly, or publish, say, five or six days a week.

The publisher typically delegates responsibility to a general manager for the business operations of the paper and to the editor in chief for management of the editorial contents.

Newspaper owners have traditionally given their opinions on the issues of the day in editorials. In most large newspapers today, this important function is delegated by the owner to the editorial page editor and editor in chief based on trust and understanding.

EDITORIAL MANAGEMENT

The editor in chief runs the editorial operation of the newspaper. With senior editors, the editor in chief decides what will be covered on the front page and establishes the general policies for newsroom operations, editorial content, opinion pieces, and news photography.

The managing editor coordinates news coverage day to day. You will often see the managing editor on the floor of the newsroom, talking with reporters and other editors. Most days, the managing editor leads the news meetings. During these meetings, editors talk about the stories their sections are working on and the photography editor takes notes about which stories can be illustrated with good photographs.

A deputy managing editor is responsible for the administrative side of the news section and assigns editors for such functions as production, special projects, features, and design.

Each section or desk also has an editor. For example, there is a metropolitan editor, national editor, foreign editor, business editor, and sports editor. Many of them have deputy editors, as well. (The copy desk is run by a copy “chief” because everyone on that desk is a copy editor.)

Opinion editors are separate and distinct from the news editors. The editorial page editor has responsibility for the editorials and letters to the editor, while the commentary page editor has responsibility for the opinion columns whether they are syndicated, written in-house, or arrive at the newspaper unsolicited “over-the-transom.”

Photographs are important to a newspaper, and a photography editor handles this part of the paper. Photographs add information to the stories and improve the paper’s look. A newspaper without the work of outstanding photographers looks dreary. Graphic designers design a newspaper every day. This is a daunting task.

Graphics can take many forms: photographs, drawings, charts, graphs or any visual representation that helps you to interpret information. At a newspaper or magazine, photographs are usually considered as distinct from graphics. If the pictures are manipulated in some way, we call them photo illustrations.

COPY DESK AND COPY EDITING

The copy desk is a story’s last stop on the way to publication. Copy editors look at both the “big picture” – the information a story conveys – and the “little picture” – punctuation, spelling, grammar, word usage, sentence structure and conformity to the paper’s stated style.

Some mistakes caught by the copy desk can be funny – but only if they’re corrected before publication. A recent story called folk dancers “rhythmic, jubilant and infectious.” They weren’t, in fact, infectious, but their energy was. A misplaced modifier turned a novel into a teacher: “A former teacher, Mr. Fowles’ first novel . . . became a best-seller.” Weak writing led to descriptions of a “new innovation” and “mammoth giants,” as if an innovation could be old or a giant small.

Such errors can make a copy editor smile, but others, including factual errors, could embarrass the paper and damage its credibility. It’s the copy desk’s job to see that they don’t get into print.

A copy editor must have a strong grasp of correct English and pay close attention to details but also must be knowledgeable about such subjects as politics, economics, history and popular culture.

The copy editor’s “tools” include a general usage stylebook, the newspaper’s individualized style manual, a dictionary, the Internet and the newspaper’s reference library. Most newspapers use the Associated Press stylebook and complement this with their own style rules. The Chicago Manual of Style is used by some newspapers.

The Internet has made it easier to double-check information, but editors must be careful about the source of online information to be sure it is accurate. In addition to performing the final editing, copy editors write the headlines for stories and the captions for photographs, making them conform to the page designer’s specifications for length.

1800:

1781: The U.S. Congress passes the First Amendment, guaranteeing freedom of the press.

1808: Eli Whitney patents the cotton gin.

1812: Black Hawk's War begins.

1813: The War of 1812 begins.

1816: The first public school in the United States opens in Boston.

1820: The first U.S. census is taken.

1823: The first U.S. railroad line is opened.

1825: The first U.S. lighthouse is built.

1826: The first U.S. bank is established.

1827: The first U.S. national park is established.

1828: The first U.S. national newspaper is established.

1830: The first U.S. national magazine is established.

1835: The first U.S. national newspaper is published.

1840: The first U.S. national political party is established.

1845: The first U.S. national newspaper is discontinued.

1850: The first U.S. national newspaper is re-established.

1860: The first U.S. national newspaper is discontinued.

1865: The first U.S. national newspaper is re-established.

1870: The first U.S. national newspaper is discontinued.

1875: The first U.S. national newspaper is re-established.

1880: The first U.S. national newspaper is discontinued.

1885: The first U.S. national newspaper is re-established.

1890: The first U.S. national newspaper is discontinued.

1895: The first U.S. national newspaper is re-established.

1900: The first U.S. national newspaper is discontinued.

1905: The first U.S. national newspaper is re-established.

1910: The first U.S. national newspaper is discontinued.

1915: The first U.S. national newspaper is re-established.

1920: The first U.S. national newspaper is discontinued.

1925: The first U.S. national newspaper is re-established.

1930: The first U.S. national newspaper is discontinued.

1935: The first U.S. national newspaper is re-established.

1940: The first U.S. national newspaper is discontinued.

1945: The first U.S. national newspaper is re-established.

1950: The first U.S. national newspaper is discontinued.

1955: The first U.S. national newspaper is re-established.

1960: The first U.S. national newspaper is discontinued.

1965: The first U.S. national newspaper is re-established.

1970: The first U.S. national newspaper is discontinued.

1975: The first U.S. national newspaper is re-established.

1980: The first U.S. national newspaper is discontinued.

1985: The first U.S. national newspaper is re-established.

1990: The first U.S. national newspaper is discontinued.

1995: The first U.S. national newspaper is re-established.

2000: The first U.S. national newspaper is discontinued.

2005: The first U.S. national newspaper is re-established.

2010: The first U.S. national newspaper is discontinued.

2015: The first U.S. national newspaper is re-established.

2020: The first U.S. national newspaper is discontinued.

2025: The first U.S. national newspaper is re-established.
Who works at a newspaper?

Newspaper Organizational Chart

All newspapers are different. This is a general example of how a newspaper company can be organized.

1848: Representatives of six New York newspaper publishers form a news pool which becomes the Associated Press
1850: Paul Julius Reuter founds the news agency that becomes Reuters wire service
1851: The New Orleans Daily Creole, the first African-American daily, is published in English and in French
1856: Reporters during the Civil War develop the "inverted pyramid" style that puts the most important facts at the top of the story they were telegraphing
1865: The first half-tone photo (Shantytown) is published in the New York Daily Graphic
1880: The first Afro-American newspaper is founded by former slave John H. Murphy, Sr., in the Baltimore-Washington area; the Afro-American now has an announced readership of 120,000
1882: USA Today is launched and leads a change in the look of newspapers with their extensive use of color
1892: The weekly Afro-American newspaper is founded by former slave John H. Murphy, Sr., in Chicago, which gained circulation over 100,000 and in 1956 became the Chicago Daily Defender, the largest black-owned daily in the world
1896: The first newspaper comic, "The Yellow Kid," appears in the New York American
1898: Robert Abbot begins publishing The Defender, in Chicago, which gained circulation over 100,000 and in 1956 became the Chicago Daily Defender, the largest black-owned daily in the world
1905: UPI was founded in 1907 by E.W. Scripps as the United Press (UP), and in 1958 merged with the International News Service (founded by William Randolph Hearst) and became UPI
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2015: Robert Abbot begins publishing The Defender, in Chicago, which gained circulation over 100,000 and in 1956 became the Chicago Daily Defender, the largest black-owned daily in the world
2020: UPI was founded in 1907 by E.W. Scripps as the United Press (UP), and in 1958 merged with the International News Service (founded by William Randolph Hearst) and became UPI
2025: The first half-tone photo (Shantytown) is published in the New York Daily Graphic

The word “cartoon” might make us think of the antics of Daffy Duck or the Road Runner, both of which contain elements of satire; they use humor to make a serious point. The Simpsons is a cartoon of social commentary, although it is veiled by absurd situations and caricatures.

While it is generally true that reading requires more involvement from the reader than television or movies require from viewers, political cartoons (also called editorial cartoons) require a reader’s added attention. To understand an editorial cartoon, the reader must:

1. Understand what is happening in the news;
2. Make the connection between the cartoon and one or more current events and situations, and;
3. Appreciate the irony that the cartoon suggests.

As an example, note the famous cartoon below from American history. Ben Franklin’s “Join or Die” cartoon in his own Pennsylvania Gazette was the first editorial cartoon in an American newspaper.

To appreciate this cartoon, a reader must know that Franklin had developed a plan called the “Albany Plan” to unite the colonies for their mutual protection and security. Franklin asserted that one of the factors that had led to a recent French attack on Virginia had been the lack of unity among the colonies. He therefore showed a snake with severed sections.

His caption (cutline) suggested that the whole serpent would be threatening to a potential enemy whereas the severed parts invited an enemy to divide and conquer.

If you understand political cartoons, you are probably well-versed in history and current events. If they make you angry — or smug — you probably hold strong opinions and values.

Many political cartoonists have long and distinguished careers. They run ideas past their editor and then polishes the one or two top political cartoon ideas for his review.

Not all cartoons are done in-house at the paper. For the Commentary page, editors look for syndicated cartoons that best illustrate an issue that columnists address in that day’s paper.
A day in the life of a newspaper

When we consider "A Day in the Life of A Newspaper," our first inclination may be to think of reporters and editors and that’s understandable. However, the organization of a newspaper is multifaceted and it’s a business. So, there are accountants, customer service representatives, sales people, computer service technicians, human resource professionals and people to maintain the buildings and grounds – to name just a few of the many skills required to operate the company. All of them will be represented in this snapshot of a representative day at a newspaper.

First, we present a broad overview of those in the news department because they are the ones we most likely associate with the newspaper. Their representative day can be lively, interesting, and unpredictable. Editors and reporters are at it from the moment they wake up, checking their own paper at home and monitoring the competition via the Web and television. In many cases, editors are making assignments by phone and e-mail before they even come into the newsroom. Remember, the 9/11 attack came as reporters and editors were still getting dressed for work.

At any given moment, a reporter is probably working some place in the world. Reporters overseas are reporting, writing and filing stories while the rest of us are asleep. Local reporters are often called out early by breaking news events, breakfasts with newsmakers and the like.

You can set your watch by five key times in the newsroom each day. (Note: Actual times vary by newspaper) These are the:

11 a.m. news meeting chaired by the managing editor where news editors brainstorm about coverage of the day's developments

4 p.m. news meeting chaired by the editor-in-chief and the managing editor where the desk editors pitch their best stories for page one

5:30 p.m. page one meeting in the editor-in-chief's office where the seven page-one stories and accompanying photos are selected, immediately followed by the front-page design meeting

10:30 p.m. deadline for the first edition

12:30 a.m. deadline for the final edition.

Not included in this list are the series of deadlines for copy that is edited throughout the day for the non-news sections of the paper; for setting the color for individual pages and for ensuring that copy flows at a steady pace from the news department to the production department all day and up until the final deadlines.

Desk editors or their deputies are at their desks in the newsroom by 9:30 a.m., fielding calls from reporters and checking the news wire services that come into the company computer system. They also continue to monitor television news reporting and Web sites throughout the day.

The dayside copy desk editors work throughout the day on copy for advanced sections and for the feature sections of the daily paper that are less likely to be impacted by breaking news events (for example, arts pages, letters to the editor).

Reporters are in and out of the newsroom all day long on assignment, meeting sources and covering news events. They routinely update their desk editors on big news developments. The managing editor and other senior editors, meanwhile, are interacting with desk editors, reporters, graphics artists, photographers and copy editors. After the page one stories are selected in the evening, each of the desk editors completes the planning of their respective sections, adding or eliminating stories depending on the amount of space available to them. They are also working with the newsdesk on the layout and design of the pages. The night editors on each desk are then charged with bringing the whole thing together on deadline. The assistant managing editor for production and the news editor are the key players from here on out. They routinely check in with the editor in chief or the managing editor in the event of big breaking news, particularly if it requires changes in the front page.

In most jobs, the day gets easier as it goes on; in the newsroom the pace picks up as the day goes on and we move closer and closer to deadline. Being a newsman is also a 24-hour-a-day, 7-day-a-week job because you never know when big news is going to happen.

Desk editors begin planning for the next day before they leave in the evening, looking over the schedule of events in the daybook and talking to reporters about their coverage plans.

The editor in chief and the managing editor routinely check in from home via computer, signing off on the front page after changing any headlines and fine-tuning any stories they feel need improvement.

So, for those working out of the newsroom, "fluid" is the best term to describe any given day. For the entire newspaper company when does the day begin? Well, it can begin at any time because it's continual. So, let's be arbitrary in looking at the newspaper as a whole and start at 8:30 a.m. with the understanding that we can present only snapshot examples of what a day might look like for those employees who help make possible the daily miracle that best describes the process of turning blank pages into a newspaper each day of the week.
A reader’s first impression of a newspaper comes from its design. Here are examples of the front page of four different newspapers from the same day. As you can see, the visual look of newspapers can vary greatly.
NEWSPAPERS use graphics carefully. When used with news articles, they are included to make information more comprehensible. Charts and graphs provide a quick and clean way to visualize what a story is trying to convey and they can add detail and context.

In feature sections, graphics might be used to clarify information, but they also might be used to entertain or to make a point. Caricatures, collages, and the size and style of type fonts are designed to convey information to readers.

In a larger sense, the graphics department is responsible for a reader’s first impression of the newspaper. Design choices include the size and style of fonts that will be used throughout the newspaper, the length of stories, use of boxes and rules, and spacing between elements. It is the overall design that establishes the feeling of the newspaper and allows us to distinguish between The Washington Times, the Wall Street Journal, USA Today, the Washington Post, and other newspapers.

Within a newspaper, the design of the news section is different from the design of the entertainment section. The size and weight of headlines will differ, usually, photos and other graphics will be more prominent in the paper’s entertainment section. The design of each section should be appropriate to its content.
A day in the life of a newspaper

Let's now take a look at what's going on in the rest of the newspaper, and how that connects with the activities of the newsroom. We'll present this as a representative schedule.

1:00 p.m.: A newsmaker arrives at the paper for a meeting with the editorial board. The meeting yields news that is considered worthy of front page treatment in the next day's newspaper.

1:30 p.m.: Early press run page counts are locked in and presses made ready.

1:32 p.m.: The copy editor retrieves and edits the story on Adoption Day and writes a headline: "More women want to adopt; few do."

2:00 p.m.: A photographer in Iraq sends great photos to the photo editor, who brings them to the managing editor.

2:15 p.m.: The advertising director reviews special section proposals that will be submitted to prospective advertisers.

2:45 p.m.: The newspaper hosts a visit organized for foreign journalists.

5:15 p.m. – 10:30 p.m.: Deadlines for electronic transmission of various sections from News to Pre-Press:

5:15 p.m. Commentary, editorial and comics

7:15 p.m. Features and movies

9:45 p.m. Business

10:00 p.m. Metro

10:15 p.m. News

10:30 p.m. Sports

Pre-press paginates the newspaper, placing each page in the order in which it will be printed. The negatives are sent to the Plate Room where information from the negatives will be burned onto aluminum plates, to be placed on the presses.

8:30 – 9:00 a.m.: Employees in business operations arrive for work.

9:30 a.m.: A reporter receives a press release along with a 25-page study from the National Adoption Day Coalition. She and her editor decide to cover the story.

10:00 a.m.: The managing editor (ME) begins the morning news meeting with editors and key reporters.

10:45 a.m.: The general manager reviews a proposal on how to increase the page views and unique visitors to the newspaper's web site.

11:00 a.m.: The managing editor (ME) begins the meeting with the editorial board. The meeting yields news that is considered worthy of front page treatment in the next day's newspaper.

11:20 a.m.: The building that houses the printing presses experiences a 10-second loss of power. Emergency generators are activated automatically.

11:32 a.m.: The copy editor retrieves and edits the story on Adoption Day and writes a headline: "More women want to adopt; few do."

1:32 p.m.: The copy editor retrieves and edits the story on Adoption Day and writes a headline: "More women want to adopt; few do."

2:30 p.m.: Human Resources processes health benefits for three new employees. Buildings and grounds staff prepare for a weekend cleaning the floor-to-ceiling newsroom windows.

4:00 p.m.: In the regular afternoon news meeting, a dozen stories are selected for the front page, out of 20 or more presented for consideration.

4:00 p.m.: Final page counts for the main edition are decided and locked in.

5:30 p.m.: The editor in chief chairs the page one meeting, where the page one stories and accompanying photos are selected, immediately followed by the front-page design meeting.

Editors discuss how to cover the day's news.

Editors at computer work stations prepare the pages and edit copy.

Photographers and a reporter cover the news.
The press room is where the final newspaper product comes to life.

10:10 p.m. – 12:40 a.m.: Negatives are sent from Pre-Press to the Plate Room. Deadlines for negatives of Final Edition copy to be sent to the Plate Room:
12:00 a.m. - Metro Section
12:15 a.m. - News Section
12:30 a.m. - Sports Section
1:00 a.m. - Final negatives shipped.

11:00 p.m. – 12:30 a.m.: The one-star editions are printed. At first, the presses run slowly so pressmen can pull papers from the production line and check them to be certain the colors are clear and that print material, photos and graphics are in alignment. They tweak the computers that control the density of each color as each is applied to the newsprint.

12:00 a.m.: One or more presses are rolling, and an extra press is kept in reserve in case one goes down. 40,000 newspapers an hour fly off the presses – in color! The continuous sheet of newsprint passes through the presses faster than the eye can see, across rubber rollers onto which images have been transferred from aluminum plates. Each roller is inked with one of 4 colors – cyan, magenta, yellow, and black. Each color is transferred to the newsprint from the rollers in correct proportions.

1:00 a.m. - 3:30 a.m.: The 2-star Final Edition newspapers roll off the presses and are loaded onto trucks for delivery to local communities.

4:00 a.m.: The circulation director meets with news carriers in the field to thank them for having delivered newspapers to homes and stores in the midst of inclement weather.

8:00 a.m.: Another day, another Daily Miracle.
There have been dramatic changes in the way photographs are obtained and how they are used in a daily newspaper. A hundred years ago, editors hired artists to trace newsworthy photographs by hand onto slabs of wood. These carvings, or "woodcuts," were accompanied by "cutlines" – a few words of explanation. As photography developed, the newspaper industry began using halftone photographs. All the shades of gray in a picture were translated into tiny black dots of varying sizes. The first newspaper photograph appeared in the New York Daily Graphic in 1880.

In the past, photographers could be very creative about how they got their film back to their editors on deadline. They hired horses; they sent their materials by boat and trains. They even converted airplanes into flying darkroom laboratories. Newspapers used datelines to tell readers where and when a story or picture originated.

For the last 20 years, newspaper photographs have been scanned as pixels and read as digital zeroes and ones. With little more than a high-resolution camera, a laptop and a cell phone, the photographer can instantly transmit pictures to and from almost every corner of the world.

The most important change for newspaper readers, however, is the way that pictures are used to convey information. Editors may reach for a simple portrait to show how the subject of an interview appears, but more and more often they require pictures to convey the essential actions and emotions that fit the story.

There are different kinds of photographs in a newspaper. Compare the photographs accompanying news articles to photographs accompanying feature articles and sports events.
Yes, Virginia, There is a Santa Claus

"Yes, Virginia, There is a Santa Claus," is the most frequently-quoted line from a newspaper editorial. Francis Church wrote the editorial in the New York Sun on September 21, 1897, in response to a letter from an 8-year-old child.

I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says, "If you see it in The Sun, it's so." Please tell me the truth, is there a Santa Claus?

Virginia O’Hanlon

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except what they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours, man is a mere insect, an ant, in his intellect as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus.

He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! How dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginia's. There would be no childlike faith then, no poetry, no romance, no irritating little children. Everything would be barren of joy. There would be no Holy Innocents. No, Virginia, it is much better to believe in Santa Claus.

Not believe in Santa Claus! You might as well not believe in fairies. You might get your papa to hire men to watch all the chimneys on Christmas eve to catch Santa Claus, but even if you did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which no strongest man, nor even the united strength of all the strongest men that ever lived could tear apart. Only faith, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

Opinion matters

Some newspapers believe that offering a diversity of opinions is a good idea, so that readers can be given opposing views. Other newspapers choose to devote opinion columns predominantly reflecting their editorial positions.

There is a "Letters to the Editor" section, which gives an opportunity for informed readers with strong opinions to express their views, often in support of or in disagreement with newspapers' official position on issues. Editorial writers must express their views, often in support of or in opposition to newspapers' official position on issues. There may be differences between objective news reporting and statements of opinion.

The American journalistic tradition is now to keep news and opinion separate and to clearly alert the reader when opinion rather than news is being presented.

News is to be reported objectively, accurately, and honestly. Opinions are placed in the editorial and commentary pages. Opinion columns can represent many different points of view.

Celebrated editorial writer

Price Day is another celebrated newspaper editorial writer. Previously a poet, essayist, war correspondent in World War II and Pulitzer Prize winning reporter, Day became editor in chief of the Baltimore Sun in the mid-1960s and wrote about issues great and small. He responded to a reader's letter to the Editor:

Dear Editor: I am married to a writer. What can I do?

Virginia O’Hanlon

Dear Utter Despair: Your problem is essentially insoluble. Certain ameliorative measures may help.

1. Keep his pencils sharpened, if he writes with pencils.

2. If he writes on a typewriter keep the typewriter sharpened. If he carves his stuff on large slabs of stone, keep his chisels sharpened.

3. Don’t bother him about money. He lives on another plane.

4. Do not argue with him about politics.

5. Do not argue with him about anything not politics.

6. Do not ever, either in public or in private, correct your husband’s spoken grammar.

7. Remember that writers are always working, whether they seem to or not. Do not jar or joggle his meditations.

8. If the writing your husband does happens to be for a newspaper, it is required that he receive with his tea a copy of the morning paper, carefully folded to display his name prominently.

The proper thing to say at this moment is, “That’s a wonderful piece of yours in the paper this morning.” You need not have read the piece.

Information technology at work

Every year, information technology plays a more important role in our lives and in the ways the newspaper industry operates. Reporters and editors rely heavily on computers and the Internet for gathering, researching, and for transmission of graphics and written information. This trend started in the 1980s with larger newspapers leading the way. Today, this reliance on information technology has carried over to the newspaper’s printing function and administrative activities.

At many newspapers copy is transmitted from the newsroom to the printing presses electronically. The printing plant uses computers to determine the amount of ink that gets placed on the presses and the order in which the newspaper’s delivery trucks are loaded when papers come off the presses and are bundled.

Technology enables newspapers to have an international presence. Newspapers also have their own electronic editions. Many newspapers are available each day on www.NewspStand.com as an exact electronic reproduction of each printed page of the paper. You can also read many newspapers by logging on to their website.

Wire services

No newspaper can afford to have a reporter or photographer in every city around the world, so they rely on stringers and wire services or news agencies. In 1848, representatives of six New York newspapers formed the Associated Press (AP) to pool international news instead of separately bearing the financial cost of trying to “scoop” each other. (In your mind’s eye, can you imagine competitive reporters in rowboats trying to be the first to get the news from ships arriving in ports from Europe? What a sight that must have been.)


The AP wire service sends stories and pictures to more than 15,000 news outlets in more than 100 countries. A newspaper can also obtain photographs via the Internet from Reuters, Agence France-Presse and Xinhua wire services.

Newspaper style

Newspapers use a style book that sets the rules on how to present the printed word. Punctuation, abbreviations, use of titles, spelling, capitalization, and other such issues are covered.

Read the paragraph below. This is what you don’t want to read in a newspaper. The contents and grammar are accurate. But notice the mixed up style. How many inconsistencies can you find?

The President of the US lives at 1900 Pennsylvania Ave, Northwest, whereas the vice president’s official residence is on Mass. Avenue, NW. Mr. Bush and Cheney meet in the White House Wednesday mornings at 7:00 a.m. and Thursdays at four o’clock pm. The President and the Vice-president are the two top elected leaders in the United States. They are also 100 members of the Senate, 435 Members of Congress, and 9 justices of the US Supreme Court.
Presses in the 18th and 19th centuries were hand powered. Type was set by hand, a roller inked the type, and single pages were fed into a press by hand. This labor-intensive process was tedious and slow.

By the 1850s, technology made possible the mass production of newspapers, using presses powered by steam engines. Type was still set by hand until the latter part of the century with the introduction of “linotype” machines that had keys like those on a typewriter. Presses older than 20 years are often approaching the end of their expected life cycles. These presses typically print about 80,000 papers an hour and can print full color on a select number of pages.

Today’s state-of-the-art presses are far more efficient than the ones they are replacing. They utilize computer-controlled motors, operate more quietly, and require far less maintenance because they have fewer components.

New tower presses are manufactured in a vertical configuration to save much-needed floor space. They print about 80,000 papers an hour. The same press can print on different size and weight papers simultaneously and can print full color on each page.

MAN Roland is the world’s largest manufacturer of newspaper presses. One of every 3 newspaper presses in the world is manufactured by this company. One of its new presses is six stories tall and more than two football fields long.

Digital printing is another printing innovation. Just as digital cameras are changing how we take, process, and manipulate photos, digital printing enables presses to be smaller and controlled by software.

If we look into the distance, some futurists are predicting that newspapers will be “custom-made.” That is, newspaper subscribers will tell the newspaper what types of news coverage they want. The newspaper will place in each person’s home a special printer and every day, the newspaper will transmit a copy of that day’s custom-made newspaper via the Internet. It will be designed to meet the customer’s specifications for news. Do you think this might really ever happen? Well, guess what. Several leading world newspapers are participating in a test being coordinated by Personal News, a company in the Munich-Augsburg area of Germany.

Composing Room

The newspaper pages with final copy, headlines, and graphics are “composed” on a computer by page designers working on the copy desk and in the editorial graphics department. The process is entirely electronic.

In the old days — just a few years ago — once the copy was edited it went to the composing room. There men and women used Exacto knives to cut out articles that were then “glued” in place on page boards, which were full-sized sheets of graph paper. They used hot wax to place the articles and images onto the correct pages. The wax held them in place and allowed the compositors to reposition them as necessary. Borders or rules were created with colored tape of various widths.

When the completed pages were approved by an editor, they were taken to the camera room, where they were placed on a glass-covered tray that tilted vertically in front of a six-foot camera that looked like one your great-grandparents might have used. The camera operator snapped a picture and the full-sized broadsheet or tabloid-page negatives were developed inside the camera and dried as they were delivered to the adjoining stripping room. A few moments later, where workers created a separate film for each of the production colors needed to create full-color pictures – cyan, magenta, yellow and black – CMYK. (Every color picture in your newspaper is produced from these four colors and each color requires a separate negative.)

Pressmen check newspapers for color and alignment.

Pagination

Copy and images are sent electronically to a paginator who lays out the pages on a computer and electronically sends them to the composing room. There the pages are paired in the order in which they will be printed. This is different from putting the pages in numerical order.

For example, take a look at the four pages of a single sheet of a newspaper. If the page is pulled from a section that has 20 pages, you will see that pages 1 and 20 — the first and last pages — are paired or “married” to each other. They are printed as one sheet. In like manner, pages 2 and 19 are printed together as are pages 3 and 18, 4 and 17 etc. When the pages are in order, they are sent electronically to the imagers. The imaging machines convert the digital computer language to film, which is then taken to the plate room as it was in the past.

Plate Room

Printing plates are flexible, light-weight aluminum sheets are treated to be sensitive to light, much like photographic film. Before the plates can be used, a machine punches holes along the side, like the holes in composition paper. The plates are stacked inside a plate-making machine, ready to slip into place when the film is ready.

The films — negatives that will be used to print pages — are stacked on the edge of the machine into which they will be fed one-by-one, either automatically or manually, depending on the machine.

When film enters the machine, a vacuum pulls it flat against the aluminum plate onto which a bright light burns the image. The plate moves on a conveyor to a second machine that develops the image and scrubs away the plate’s protective film. When the image is fully developed, a conveyor feeds it into a final machine that bends the edges where the holes have been punched. Then the plates are ready to be “tied on” or “bent on” to the printing press.

At some newspapers, pages are transmitted directly from the computers to the presses. That’s a far cry from the days when customers would receive their morning paper 45 minutes late because the van carrying the plates from the newsroom to an offsite printing plant got a flat tire.

Press Room

When the plates are ready, pressmen attach them to cylinders in the web presses — so called because of the way the newsprint weaves through them. Web presses simultaneously print both sides of the continuous newsprint roll. The presses are designed so that a new roll falls into place when the previous roll is used up.

The ink spreads over the plates. An electrical charge causes the ink to adhere to the copy. Images that are exposed in the developing stage are transferred — backwards — to a rubber blanket that stamps the impression on the newsprint as it speeds through the press. This process of transferring ink from the plate to the blanket and from the blanket to newsprint is called offset printing.

The entire process takes a fraction of a second once the presses get rolling. Adjusting and testing make the process begin slowly, but the presses then begin running very fast. More impressive than mere speed, each four-color picture is a composite of four pictures. The newsprint passes rapidly through cyan, magenta, yellow and black presses to build a four-color picture in the blink of an eye. The precision required to print four perfectly registered pictures — along with all the other pages that are cut and folded in less than a second — is an exceptional feat of technology.
What happens to newspapers after they are printed? They are strapped in bundles and taken to loading bays where trucks wait to carry them to their destinations.

Presses often start running between 11:00 and 11:30 p.m. By about 11:40, the first bundles are being loaded for outlying areas. The destinations farthest away are shipped first. All of the 1-star editions are on their way by about 1:15 a.m. (One or two stars in the foil of the cover identifies the edition. The word “FINAL” appears above the last edition of the morning.)

The pressmen make any changes that have come from the newsroom since the first run started, and the 2-star edition starts rolling off the presses at about 1:45 a.m. By 3:30 a.m., all the newspapers are on their way.

Sunday newspapers are usually much larger than weekday editions, because of more advertising and additional features.

CIRCULATION

The Circulation Division is responsible for all sales of the newspaper. Circulation is critical to a newspaper’s success because advertising rates are linked to a newspaper’s readership. The more readers a newspaper has, the more it can charge to advertise in its pages.

Paperboys used to be the most visible circulation department employees, throwing newspapers from their bicycles to subscribers’ front doors. Then girls started taking newspaper routes. Now, at most big newspapers, adult route carriers throw newspapers from their cars or vans before most of us are out of bed in the morning.

The director of a circulation department plans how to maintain and increase the newspaper’s circulation. He is responsible for providing newspapers for special events and promotions; coin rack placement, repair, and maintenance; street hawkers; route carriers; their managers and supervisors; back issues; data entry; and customer service.

When the newspapers reach their intended regions, they are delivered to distributors or carriers. Some newspapers are placed in stores, others in coin racks and still others are delivered to homes, schools, hospitals, hawkers (people who stand on street corners selling the newspapers) and hotels.

In addition to delivering the newspaper, circulation also seeks to increase readership by undertaking campaigns that use telemarketing, direct mail advertising, special promotions, rack cards, and kiosk sales. This requires familiarity with the demographic makeup of the market and how the many sections of the newspaper meet each person’s individual needs.

Circulation is also responsible for handling all of the needs of our customers through the Subscriber Services Department. If subscribers want to start, stop, or report a service issue, they contact this department. Customers can speak directly with a live representative, use an automated voice response system, or send information via the Internet.

NEWSPAPERS IN EDUCATION

Many schools around the country recognize the educational value of newspapers. They participate in Newspaper in Education (NIE) programs, where schools receive sponsored or reduced rate newspapers for use in language arts, social studies, science, math, character education and a wide variety of other subjects and programs.

NIE improves student literacy. In Measuring Success, a report commissioned by the Newspaper Association of America (NAA) Foundation, Prof. Daniel Sullivan of the University of Minnesota found: “When controlling for other factors, data suggest that having an NIE program for at least some classrooms at a school will increase the overall performance of the school, on average, by about 10 percent.” The complete report is available online at http://www.naafounda-

Did you know?

- There are 1,456 daily newspapers in the U.S.
- There are 6,580 daily newspapers worldwide
- More than 52 million people purchase a newspaper each day in the U.S.
- More than half of all adults (53.4%) in the top 50 U.S. markets read a newspaper during the course of a week
- Newsprint, the uncoated low-cost paper on which a newspaper is printed, is made from wood pulp and recovered fiber from recycled paper
- Nearly eight in 10 adults (78.6%) in the top 50 U.S. markets read a newspaper on which a newspaper is printed, is made from wood pulp and recovered fiber from recycled paper
- Two hundred newspapers worldwide produce nearly 40 million tons of newsprint a year. The largest mill in the world is in Japan.
- Nearly eight in 10 adults (78.6%) in the top 50 U.S. markets read a newspaper during the course of a week
- More than half of all adults (53.4%) in the top 50 U.S. markets read a newspaper every weekday
- 57% of men and 52% of women in the U.S. read a daily newspaper

SERVICE DEPARTMENTS

Some jobs at a newspaper are needed to support the work of everybody involved in creating and sustaining the newspaper.

Two examples of this support role are computer services and facilities management. While reporters are busy at their jobs, and the advertising sales account executives, circulation and financial managers, and press operators are busy at theirs, the company needs to make sure that their computers and cell phones are up-to-date and working, that the building is maintained properly, that the cafeteria provides healthy and tasty food, and that all personnel issues are handled well.

Newspapers and information companies can be very profitable. In the entire U.S., the total amount of money spent each year to advertise in newspapers is around $45 billion.

The largest newspaper group in the country in terms of circulation is the Gannett Company. Their 99 daily newspapers have a combined daily paid circulation of 7.6 million, which resulted in $7.4 billion in earnings in 2004. Besides its daily newspapers, its businesses include many weekly publications, 21 television stations, more than 130 web sites, the Gannett News Service, and Gannett Offset, a commercial printing operation.

The Tribune Company owns 14 daily newspapers including the Chicago Tribune, Newsday, the (Baltimore) Sun, and the Los Angeles Times. Tribune also has broadcast holdings that include 25 TV stations, cable network WGN, stakes in the WB Television Network and the TV Food Network. It also owns the Chicago Cubs baseball team and has numerous Internet investments. Revenue in 2004 was $5.7 billion. Except for the Los Angeles Times, profit margins at newspapers owned by the Tribune Company average close to 30%. The Los Angeles Times margins are lower.

Knight Ridder is the 3rd largest owner of newspapers in the U.S. The company’s newspaper division has 32 dailies and more than 24 non-daily newspapers. Knight Ridder describes itself as “a communications company engaged primarily in newspaper and Internet publishing.” Revenue in 2004 was $3 billion.
Newspapers are a business

ADVERTISING

The advertising sales staff seeks to develop lasting relationships with those who advertise in the newspaper. Working hard and emphasizing mutually beneficial relationships is part of the company’s culture. It’s also a good business practice, because advertising plays such a key role in a newspaper’s ability to succeed.

Let’s work some numbers: It costs about 40¢ to 50¢ just for the newsprint and delivery of each newspaper. This does not include the cost of salaries, computers, printing presses, or any of the other steps in the publishing process.

No matter how many newspapers a publisher sells, he is not going to get rich when each newspaper sells for 25¢ to 50¢ and it costs 40¢ to 50¢ to print! Fortunately, newspapers are an efficient and cost-effective way for retailers to reach a great number of people.

Revenue from advertising is what makes newspapers affordable to a mass audience of readers. Advertising costs in electronic media that reach millions of people are too expensive for most regional and local retailers. But retailers know through long experience that advertising in newspapers brings them results.

Account executives (AEs) sell advertising space. They consult with and develop relationships with advertisers and, as an incentive, usually receive sales commissions in addition to their salaries. On smaller papers, AEs sometimes work only on commissions, which might be up to 20% of the cost of the ad to the advertiser.

Sometimes the advertiser or the advertising agency designs the ads; sometimes graphic artists in the newspaper’s marketing department do this. Whoever designs them, it is important for the advertiser to be happy with the results.

There are three categories of advertising: retail, classified, and national. In 2003, spending on retail ads was $21.3 billion, on classified ads $15.8 billion, and on national advertising $7.8 billion. The $44.9 billion spent on advertising in newspapers that year was roughly 18.3% of all ad expenditures.

Ads are so important to a newspaper’s revenue that when the newspaper is laid out each day, the advertising is placed first, while allowing a certain amount of space for news content. The space that remains for news, information and opinion is called the news hole.

CLASSIFIED ADVERTISING

Most people think of classified ads as a place to look when they need a job or want to sell something. Yet classified ads have many purposes.

Classified ads appear in a specially designated section and are arranged by category, or classification, for automobiles, real estate, job recruitment and so on. Classified ads run either as display ads (airy ads with graphics and headlines) or “liner” ads (just a few lines of type). Both versions are classified ads, along with legal notices and personal ads.

RETAIL ADVERTISING

Retail advertising is display advertising by local merchants that runs throughout a newspaper.

Retail advertising rates vary according to the paper’s circulation, the size of the ad, its position in the newspaper, the number of times it is scheduled to run and whether or not the ad is black and white or color. Ads typically make up 50-75% of a newspaper’s content. The amount of advertising determines how many pages will be in the newspaper on any given day.

INTERNET ADVERTISING

The Internet provides another source of revenue for newspapers as they build Web sites to complement their print publications.

Sometimes newspapers offer banners or links to advertisers instead of using actual ads on their Web sites. Although Internet advertising may be less than 5% of a newspaper’s gross revenues, it can represent nearly half of a newspaper’s advertising growth, according to an April 2003 annual survey by Borrell Associates. Borrell projects local online advertising to increase by 51% over the previous year, when newspaper sites generated about $1.7 billion from their Internet operations.

MARKETING

What do you suppose is the average age of newspaper readers?

If you are 17, triple your age and you’ll be close to the right answer – 53. Those who obtain their news off of the Internet are much younger.

And many people use both newspapers and the Internet for the news.

Such information is very important for a newspaper. It tells the business and editorial management how many pages will be in the newspaper and, hopefully, to gain more regular readers.

A strong brand identity helps attract people’s attention.

Researching The Market

It’s important to know your customer. Marketing departments at newspapers are responsible for identifying general information about adults in the region they serve and about the people who read the newspaper. The information is used to inform editors about reader preferences and to design ads and focus circulation on people most likely to subscribe.

Newspapers contract with independent research companies for such studies. Scarborough Research specializes in media and lifestyle research.

Marketing Art/Graphics

Many newspapers have two separate graphics departments — one that works with the newsroom and another that is part of advertising and marketing.

Marketing graphics designs display ads and any art or design projects that do not fall to the news department.

Newspaper Facts

- A roll of newsprint weighs nearly a ton. A mid-size newspaper may use 40-50 rolls a day.
- That’s as heavy as an M-1 Abrams Main Battle Tank (or 320,000-400,000 Quarter-Pounders – before cooking).
- American newspapers use more than ten million metric tons (eleven million short or U.S. tons) of newsprint are used every year. We don’t have enough cows for that many Quarter-Pounders.
- The United States has about 1,450 daily newspapers and 6,700 weekly newspapers.
- May 3 is World Press Freedom Day.
- In 2004, 71 journalists were killed.2
- 99.4% of all retailers consider the newspaper their primary advertising medium.3
- The original Hardy Boys novels were ghost written by Leslie McFarlane (as Franklin W. Dixon), who worked at the Springfield (Mass.) Republican.
- Newspapermen who became noteworthy novelists include Sinclair Lewis; Ernest Hemingway; Theodore Dreiser; F. Scott Fitzgerald; and Samuel Clemens, writing as Mark Twain.
- The oldest American newspaper still in circulation is the Hartford Courant (then The Connecticut Courant) founded in 1764.

1 National Newspaper Association of America 2 World Association of Newspapers 3 Mike McDaniels, BusinessKnowledSource.com
How to Read A Newspaper, By Walter Cronkite

from Thoreau: “It takes two to speak the truth – one to speak and one to hear.”

**Take A Three Minute Overview**

Here’s how I tackle the paper. For starters, I take a three-minute overview of the news. No need to go to the sports section first, or the TV listings. With my overview you’ll get there quickly enough. First I scan through the front-page headlines, look at the pictures and read the captions. I do the same thing page by page front to back. Only then do I go back for the whole feast.

The way the front page is “made up” tells you plenty. For one thing, headline type size will tell you how the paper’s editor ranks the stories on relative importance. A major crop failure in Russia should get larger type than an overturned truck of wheat on the Interstate, for example.

**Which Is The Main Story?**

You’ll find the main or lead story in the farthest upper-right hand column. Why? Tradition. Newspapers used to appear on newstands folded and displayed with their top right-hand quarter showing. They made up the front page with the lead story there to entice readers.

You’ll find the second most important story at the top far left, unless it’s related to the lead story. Do you have to read all the stories in the paper? Gosh, no. But you check them all. Maybe the one that appears at first to be the least appealing will be the one that will most effect your life.

**News Is Information, Period**

A good newspaper provide four basic ingredients to help you wrap your mind around the news: information, background, analysis and interpretation.

Rule #1 of American journalism is: “News columns are reserved only for news. What is news? It is information only. You can tell a good newspaper story. It just reports the news. It doesn’t try to slant it. And it gives you both sides of the story.

Look out for a lot of adjectives and adverbs. They don’t belong in an objective news story. They tend to color and slant it so you may come to a wrong conclusion.

Do look for bylines, datelines and the news service sources of articles. These will also help you judge a story’s importance and its facts.

As you read a story you can weigh its truthfulness by asking yourself, “Who said so?” Look out for “facts” that come from unnamed sources, such as “a highly placed government official.” This could top you off that the story is not quite true, or that someone – usually in Washington – is sending up a “trial balloon” to see if something that may happen or be proposed gets a good reception.

Another tip: check for “ Corrections” items. A good newspaper will straighten out false or wrong information as soon as it discovers its error. A less conscientious one will let it slide or bury it.

**An Upside Down Pyramid**

Reporters write news stories in a special way called the “inverted pyramid” style. That means they start with the end, the climax of the story, with the most important facts first, then building more details in order of importance. This is unlike the telling or writing of most stories, where you usually start at the beginning and save the climax for last. Knowing about the newspaper’s “inverted pyramid” style will help you sift facts.

A well-reported story will tell you “who”, “what”, “when”, “where,” and “how.” The best newspapers will go on to tell you “why.” “Why” is often missing. And that may be the key ingredient.

Many important stories are flanked by “sidebars.” These are supporting stories that offer, not news, but the “why” – background and analysis – to help you understand and evaluate it.

**Pick A TV story And Follow It**

Now that I’ve taught you the basics of getting under the skin of a newspaper, let newspapers get under your skin. Tonight, pick an important story that interests you on the TV news. Dig into the story – in your newspaper. Follow it, and continue to follow it closely in print. See if you don’t find yourself with far more understanding of the event.

And see if you don’t have a far more sensible opinion as to the “whys” and “wherefores” of that event, even down to how it will effect you – and maybe even what should be done about it.

Keep up with the news the way my colleagues and I do – on TV and in the newspapers. Learn to sift it for yourself, to heft it, to value it, to question it, to ask for it all. You’ll be in better control of your life and your fortunes. And that’s the way it is. — Walter Cronkite