

# NEWSPAPERS

AN OVERVIEW OF THE NEWSPAPER INDUSTRY

# History of printing technology

- ▶ Single-sheet flat printing presses for early newspapers.
- ▶ About 1800 steam-powered presses made the process easier and faster.
- ▶ About 1830 rotary steam-powered press made the process a great deal faster and allowed for the possibility of newspaper becoming a true mass medium
- ▶ About 1890 typesetting machines made that part of the process much faster.
- ▶ Offset printing in early 1900s simplified and speeded up the process.
- ▶ Small changes thereafter until recent innovations with online newspapers.

# History of technology of news gathering

- ▶ *1) The first reporters*
- ▶ *2) The telegraph*
- ▶ *3) The telephone*
- ▶ *4) The tape recorder*
- ▶ *5) The Internet and e-mail*
- ▶ *6) Smartphones*

# History of technology of distribution

- ▶ Low circulations and hand or mail delivered until the 1830s
- ▶ Growth in circulation and increased ad revenue and sales revenue led to newsboys selling daily papers on the streets.
- ▶ By 1900s most newspapers were delivered to homes daily in the morning and the evening by automobile or truck. Newsrack sales were still important.
- ▶ During the 1970s evening newspapers disappeared, either converting to morning distribution or going out of business.
- ▶ By late 1990s newspapers began to move online.
- ▶ Today's papers both online and print, with some purely online newspapers.

# Newspaper work environment and staffing changes

- ▶ Traditional newsroom has reporters, photographers, copy editors and headline writers, page designers, section editors, managing editor and editor-in-chief.
- ▶ Newer models ask more of each individual, with reporters often also editing, writing headlines and even taking pictures. Page designers often also editor. Copy editors are sometimes not on-site but in a single location where they can edit for a number of papers in the chain.
- ▶ Often the staffing model has writers and senior editors, with an editor-in-chief.
- ▶ Much smaller staff trying to do just as much work.

# First Colonial newspapers

- ▶ Publick Occurrences Both Foreign and Domestick published without permission, lasted one issue.
- ▶ John Campbell's Boston News-Letter 1704 is first successful Colonial newspaper.
- ▶ Franklin brothers New England Courant
- ▶ Samuel Adams, Isaiah Thomas, Benjamin Edes, Mary Katharine Goddard, Andrew Bradford, Benjamin Franklin all urging independence.

# Abolitionist press

- ▶ North Star
- ▶ Freedom's Journal
- ▶ The Liberator
- ▶ William Lloyd Garrison
- ▶ Samuel Cornish
- ▶ John B. Russwurm
- ▶ Frederick Douglass
- ▶ Elijah P. Lovejoy

# Yellow-press era

- ▶ Joseph Pulitzer
- ▶ William Randolph Hearst
- ▶ Spanish-American War
- ▶ Hogan's Alley and the Yellow Kid

# 20<sup>th</sup>-century newspapers

- ▶ World War I
- ▶ Jazz Age
- ▶ Prohibition
- ▶ Gangsters
- ▶ Great Depression
- ▶ World War II
- ▶ Ernie Pyle
- ▶ Rise of feature writing in 1970s

# Newspapers and the Critical Consumer

- ▶ Newspaper scholarship
- ▶ AEJMC
- ▶ Newspaper industry self-reflective
- ▶ Columbia Journalism Review
- ▶ American Journalism Review
- ▶ Editor & Publisher
- ▶ Quill
- ▶ Society of Professional Journalists